

CUMBERLAND COUNTY COLLEGE

Course: BU 263: Entrepreneurial Business

Credits: 3

Prerequisites: BU 207, BU 115 & BU 122

Description: This course will help students create a business plan for the development of their entrepreneurial idea or to improve their current business

Learning Outcomes

At the completion of this course, students should be able to:

- Identify information needs and critically evaluate the subsequent business information
- Present significant details on related course issues
- Exhibit expertise in interpreting required Financial preparations, ratios and analyses
- Present and defend their *Entrepreneurial Business Plan*

Topical Outline

- Entrepreneurs and Ideas: The Basis of Small Business
- Small Business: Its Opportunities and Rewards
- Small Business Entrepreneurs: Characteristics and Competencies
- Small Business Environment: Managing External Relations
- Small Business Ideas: Creativity, Opportunity, and Feasibility
- Small Business Paths & Plans
- Small Business Entry: Paths to Part-Time Entrepreneurship
- Small Business Entry: Paths to Full-Time Entrepreneurship
- Small Business Strategies: Imitation with a Twist
- Business Plans: Seeing Audiences and Your Business Clearly
- Marketing in the Small Business
- Small Business Marketing: Product and Pricing Strategies
- Small Business Promotion: Capturing the Eyes of Your Market
- Small Business Distribution and Location
- Marketing Plans: Saying How You'll Get Sales
- Cash, Accounting, and Finance in the Small Business
- Small Business Accounting: Projecting and Evaluating Performance
- Cash: Lifeblood of the Business
- Small Business Finance: Using Equity, Debt, and Gifts
- Assets: Inventory and Operations Management
- Small Business Protection: Risk Management and Insurance

- Management and Organization in the Small Business
- Legal Issues: Recognizing Your Small Business Needs
- Human Resource Management: Small Business Considerations
- Achieving Success in the Small Business

Text: Katz, J., & Green, R., (2013). Entrepreneurial Small Business, 4th ed., McGraw-Hill.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.