

ARIZONA WESTERN COLLEGE
SYLLABUS

ENT 100 INTRODUCTION TO ENTREPRENEURSHIP

Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION

The focus within the entrepreneurship course is to help students develop the discovery, thinking, reasoning, and implementation skills necessary to thrive in uncertain business environments. Students will develop entrepreneurial skills that can be used in all types of startups and organizations. With cutting-edge topics such as design thinking, business model canvas, bootstrapping, and crowdfunding, students are exposed to the latest developments in the field of entrepreneurship.

1. COURSE GOALS

- 1.1 Introduce the entrepreneurial lifestyle.
- 1.2 Direct students into recognizing viable business opportunities.
- 1.3 Explain start-ups and how to operate a successful business.
- 1.4 Describe how to create, find, evaluate, and act upon available opportunities.
- 1.5 Explain how to resource for new opportunities.
- 1.6 Explore franchises, licensing, and harvesting and other types of business opportunities.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 describe the types of entrepreneurship.
- 2.2 develop skills to practice entrepreneurship.
- 2.3 develop the entrepreneurial mindset.
- 2.4 describe the role entrepreneurship plays in the social environment.
- 2.5 generate and develop innovative thinking and ideas.
- 2.6 conduct business research.
- 2.7 build business models.
- 2.8 describe the components of the business plan.
- 2.9 create revenue models.
- 2.10 explain finance options for startups.
- 2.11 evaluate business failures.

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Demonstrate problem-solving techniques
- 3.3 Collaborative student discussions
- 3.4 Multi-media presentations

4. LEARNING ACTIVITIES

- 4.1 Weekly lecture on chapter objectives
- 4.2 Assigned reading and chapter problems
- 4.3 Class discussions
- 4.4 Participation in problem solving exercises
- 4.5 Group research project presentation

5. EVALUATION

- 5.1 Exams
- 5.2 Practice problems
- 5.3 Homework problems
- 5.4 Group research project evaluation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.