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| **PROFESSOR:** | **PHONE NUMBER:** |
| **OFFICE LOCATION:** | **E-MAIL:** |
| **OFFICE HOURS:** | **SEMESTER:** |

1. **COURSE NUMBER AND TITLE, CATALOG DESCRIPTION, CREDITS:**

**ENT 2012 ENTREPRENEURSHIP MANAGEMENT (4 CREDITS)**

This course poses entrepreneurship management topics students can use to successfully plan, design and manage a new business venture including finding starting capital, applying leadership ethics, and managing growth. It is intended for those students considering self-employment for the first time.

1. **PREREQUISITES FOR THIS COURSE:**

ENT 1000 with a grade of “D” or better

**CO-REQUISITES FOR THIS COURSE:**

None

1. **GENERAL COURSE INFORMATION:** Topic Outline.

* Explain how to find a business opportunity.
* Explore integrated marketing for businesses.
* Examine how to find, secure, and manage operating funds.
* Evaluate the skills necessary to operate and grow a business.
* Identify the global aspects of an entrepreneurial business.
* Determine how to find and keep customers.

1. **LEARNING OUTCOMES AND ASSESSMENT:**

**General Education Competencies**:

General education courses must meet at least four out of the five following outcomes. All other courses will meet one or more of these outcomes.

*Communication (COM):* To communicate effectively using standard English (written or oral).

*Critical Thinking (CT):* To demonstrate skills necessary for analysis, synthesis, and evaluation.

*Technology/Information Management (TIM):* To demonstrate the skills and use the technology necessary to collect, verify, document, and organize information from a variety of sources.

*Global Socio-cultural Responsibility (GSR):* To identify, describe, and apply responsibilities, core civic beliefs, and values present in a diverse society.

*Scientific and Quantitative Reasoning (QR):* To identify and apply mathematical and scientific principles and methods.

**Additional Course Competencies:**

At the conclusion of this course, students will be able to demonstrate the following additional competencies:

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| **LEARNING OUTCOMES** | **ASSESSMENTS** | **GENERAL EDUCATION COMPETENCIES** |
| Explain the process of finding starting capital and operating funds. | Oral Presentation, Case Studies, Final Examination | COM, CT |
| Identify integrated marketing methods for finding and keeping customers. | Case Studies  Final Examination | COM |
| Select leadership and ethical practices for operating a small business. | Chapter Case Studies  Final Examination | COM, GSR |

1. **DISTRICT-WIDE POLICIES:**

**Programs for Students with Disabilities**

Florida SouthWestern State College, in accordance with the Americans with Disabilities Act and the College’s guiding principles, offers students with documented disabilities programs to equalize access to the educational process. Students needing to request an accommodation in this class due to a disability, or who suspect that their academic performance is affected by a disability should contact the Office of Adaptive Services at the nearest campus. The office locations and telephone numbers for the Office of Adaptive Services at each campus can be found at <http://www.fsw.edu/adaptiveservices>.

**REPORTING TITLE IX VIOLATIONS**

Florida SouthWestern State College, in accordance with Title IX and the Violence Against Women Act, has established a set of procedures for reporting and investigating Title IX violations including sexual misconduct.  Students who need to report an incident or need to receive support regarding an incident should contact the Equity Officer at [equity@fsw.edu](mailto:equity@fsw.edu).  Incoming students are encouraged to participate in the Sexual Violence Prevention training offered online.  Additional information and resources can be found on the College’s website at <http://www.fsw.edu/sexualassault>.

1. **REQUIREMENTS FOR THE STUDENTS:**

List specific course assessments such as class participation, tests, homework assignments, make-up procedures, etc.

1. **ATTENDANCE POLICY:**

The professor’s specific policy concerning absence. (The College policy on attendance is in the Catalog, and defers to the professor.)

1. **GRADING POLICY:**

Include numerical ranges for letter grades; the following is a range commonly used by many faculty:

90 - 100 = A

80 - 89 = B

70 - 79 = C

60 - 69 = D

Below 60 = F

(Note: The “incomplete” grade [“I”] should be given only when unusual circumstances warrant. An “incomplete” is not a substitute for a “D,” “F,” or “W.” Refer to the policy on “incomplete grades.)

1. **REQUIRED COURSE MATERIALS:**

(In correct bibliographic format.)

1. **RESERVED MATERIALS FOR THE COURSE:**

Other special learning resources.

1. **CLASS SCHEDULE:**

This section includes assignments for each class meeting or unit, along with scheduled Library activities and other scheduled support, including scheduled tests.

1. **ANY OTHER INFORMATION OR CLASS PROCEDURES OR POLICIES:**

(Which would be useful to the students in the class.)