



Faculty Name:	
Course Information:	ESSENTIALS OF ENTREPRENEURSHIP: BUS 120
Course Section, Term and Year:	
Course Meeting Times & Location:	

Contact:

Phone Number:	
Office Location:	
Email address:	
Enter days/time you are available to meet with students.	

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end interpret the words?

Communication:

Faculty Communication with Students:

Discuss how faculty will contact students.

Student Communication with Faculty:

Discuss how students will contact faculty when they have questions or concerns.

Course Description:

BUS 120 Essentials of Entrepreneurship

3-0-3

This course is designed for students who are considering becoming an entrepreneur or working for a small business. The course will emphasize: exploring opportunities, the business plan process, and the challenges of entrepreneurship. It will include an overview of the following business concepts: sales, marketing, building customer relationships, accounting and management.

Course Learning Outcomes:

The student will be able to:

1. Define entrepreneurship and the role small businesses play in the economy.
2. Explore, develop and analyze business opportunities.
3. Understand and identify the key components to building strong customer relationships.
4. Demonstrate an understanding of sales & marketing.
5. Identify various local and government resources available to support entrepreneurs.
6. Define the function and impact of management to success of a small business.
7. Demonstrate an understanding of general start-up costs and financing opportunities.
8. Define the various advantages and disadvantages of being an entrepreneur

General Education Learning Outcomes:

N/A

Program Learning Outcomes:

1. Students will be able to apply effective oral and written communications, quantitative reasoning, and technology competencies to real-world business scenarios.
2. Students will be able to demonstrate critical thinking, teamwork, collaboration, problem-solving, and decision-making skills that optimize business outcomes.
3. Students will be able to identify how diversity and ethics impact the evolving global business environment.
4. Students will be able to demonstrate core competencies in Accounting, Marketing, Economics, Management, Business Law, Information Systems, and Business Applications. **(A.A.S./A.S. Business Administration)**
5. Students will be able to demonstrate core competencies in Accounting, Taxation, Computerized Accounting Applications and Business Law. **(A.A.S. Accounting)**

Course Resources:

Textbook:	Enter title, edition, author, ISBN for required text.
Materials:	Enter all additional required materials and tools needed to complete course here.
Access:	List access codes needed for websites or other software. .

Course Policies:

Click here to describe how students will participate in your class. Include policies regarding missed exams, makeup exams, extra credit assignments, late assignments, missed assignments, etc.

Course Delivery:

Course Content:

Lecture Format:

Student Expectations specific to this course:

Course Outline and Schedule

Grading Method:

Click here to enter a clear explanation of how students will be evaluated, including a description of course assessments and a statement of the assessment process and measurements. Include weight/percentages for quizzes, exams, papers, projects, homework, attendance, participation, etc.

Grading Scale:

Letter	Grade Range
A	Enter range for A.
A-	Enter range for A-.
B+	Enter range for B+
B	Enter range for B.
B-	Enter range for B-
C+	Enter range for C+.
C	Enter range for C.
D	Enter range for D.
F	Enter range for F.

Earn an FMCC Micro-credential Badge:

Check this link to see if this course meets a requirement for an FM Micro-credential Badge:

<https://www.credly.com/organizations/fulton-montgomery-community-college/badges>