

MNGT 206

Introduction to Entrepreneurship

3 Credits

Community College of Baltimore County
Common Course Outline

Description

MNGT 206 – Introduction to Entrepreneurship: provides an overview of the fundamentals of entrepreneurship. Students examine entrepreneurship as a process including entrepreneurial identity, opportunity creation, and the entrepreneurship mindset. Students develop skills and insights for evaluating, articulating, refining, and pitching a new product or service and the underlying concepts associated with successful startup ventures.

Prerequisite: MNGT 101

Overall Course Objectives

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

1. identify the entrepreneurial pathways;
2. evaluate the methods for selecting target markets;
3. explain what it means to have an entrepreneurial mindset;
4. describe what is meant by entrepreneurial spirit or passion;
5. describe the process of becoming an entrepreneur;
6. define problem solving in the context of entrepreneurship;
7. identify the skills entrepreneurs need for effective problem solving;
8. develop the key elements of a pitch;
9. deliver an elevator pitch;
10. distinguish between traditional marketing and entrepreneurial marketing;
11. develop startup financial statements and projections;
12. describe the components of a brief business plan and full business plan;
13. develop a brief business plan and a full business plan;
14. manage resources over the venture life cycle; and
15. use data analytics to make business decisions.

Major Topics

- I. The entrepreneurial mindset
- II. The process of becoming an entrepreneur
- III. Ethical and legal issues in entrepreneurship
- IV. Corporate social responsibility and social entrepreneurship
- V. Developing ideas, innovations, and inventions
- VI. Competitive analysis
- VII. Developing pitches for various audiences and goals
- VIII. Marketing strategy and the marketing plan
 - a. Designing the business model
 - b. Business structures- overview of legal and tax considerations

The Common Course Outline (CCO) determines the essential nature of each course.

For more information, see your professor's syllabus.

- IX. Accounting basics for entrepreneurs
- X. Growth- signs, pains, and cautions

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- one group project
- one developed Business Plan
- five case studies in Entrepreneurship
- two data analytics assignments
- one developed elevator pitch
- one individual project

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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