

Northwest Arkansas Community College
Business and Computer Information Systems Division

Discipline Code

ENTR

Course Number

1003

Course Title

Introduction to Entrepreneurship

Catalog Description

(F) Introduction to Entrepreneurship combines theory and practice: students will explore concepts, principles, and theories to develop an idea and launch their business. Students will then apply those theories to develop and pitch their own business idea.

Prerequisites

None

Credit Hours

3 credit hours

Contact hours

45 Lecture/Lab contact hours

Load hours

3 load hours

Semesters Offered

Fall

ACTS Equivalent

None

Grade Mode

A-F

Learning Outcomes

- Explain the entrepreneurial mindset and why entrepreneurs are problem solvers.
- Identify global trends and entrepreneurial opportunities.
- Illustrate common frameworks used to shape an entrepreneurial venture.
- Analyze ethical and legal issues in entrepreneurship.
- Develop a credible value proposition for a business idea.
- Explain minimum viable product and why it does not have to be perfect to launch.
- Create a Business Model Canvas for a business idea.
- Tell their entrepreneurial story, develop a pitch deck and pitch an idea.
- Make use of local, state, and national resources to assist in developing and launching their idea.

General Education Outcomes Supported

Standard Practices

Topics list

- Entrepreneurial perspective, journey, and pathways.
- Creativity, innovation, and invention.
- Problem solving & need recognition techniques.
- Entrepreneurial marketing, sales, finance, and accounting
- Launch for growth to success.
- Business structure options: Legal, Tax and Risk Issues.
- Business Model and Plan.

Learning activities

Ask an Expert videos, virtual attendance at networking events, a pitch deck and presentation, and a Reflection Paper. This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments

Written exams, quizzes, projects, presentations, exercises and case studies.

Grading guidelines

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 & below