

# Entrepreneurship, A.A.S.

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The small business sector is one of the fastest growing in the nation's economy. With an ever-increasing number of adults today self-employed, many residents in Johnson County either work for a small business or plan to start their own. JCCC's entrepreneurship program can help prospective entrepreneurs launch new ventures or, if you are an entrepreneur who already has your business established, you can strengthen your managerial and business skills to grow your business.

You will learn the fundamentals of starting and operating your own business. The program includes basic business skills as well as specific courses in starting and managing an entrepreneurial business. Course work covers evaluating a business opportunity, preparing a business plan, legal issues for small business, planning advertising and sales promotions, marketing a product or service, developing an accounting system and financial management for the entrepreneurial company.

You also will complete two internships in a small business. You can apply what you learn in the classroom to your job and take your work experiences back to the classroom for analysis.

(Major Code 2340; State CIP Code 52.0701)

- Entrepreneurship (<http://www.jccc.edu/entrepreneurship>)

## First Semester

ENTR 120	Introduction to Entrepreneurship	2
ENTR 130	Entrepreneurial Mindset	3
ENGL 121	Composition I*	3
MATH 120	Business Mathematics*	3
SPD 120	Interpersonal Communication	3
Health and/or Physical Education Elective <sup>^</sup>		1
Total Hours		15

<sup>^</sup> Health and/or Physical Education Elective (<http://catalog.jccc.edu/spring/degrecertificates/electives/health-and-or-physical-ed-aas>)

## Second Semester

ENTR 180	Opportunity Analysis	2
MKT 134	Professional Selling	3
ACCT 111	Small Business Accounting	3
or ACCT 121	Accounting I	
MKT 230	Marketing	3
BUS 175	Business Professional Skills	3
MKT 202	Consumer Behavior	3
ENTR 210	Entrepreneurship Internship I*	1
Total Hours		18

## Third Semester

ENTR 131	Financial Management for Small Business*	2
ENTR 160	Legal Issues for Small Business	2
ENTR 225	Family Business	3
or ENTR 195	Franchising*	
or ENTR 185	Fundamentals of Direct Sales	
BUS 150	Business Communications*	3
ENTR 215	Entrepreneurship Internship II*	1
MKT 205	eMarketing	3
BUS 225	Human Relations	3
Total Hours		17

## Fourth Semester

ENTR 220	Entrepreneurial Marketing*	2
ENTR 142	Fast Trac Business Plan	3
ECON 132	Survey of Economics	3
or ECON 230	Economics I	
or ECON 231	Economics II	
HIST 141	U.S. History Since 1877	3
Select one of the following:		4
CIS 124	Introduction to Computer Concepts and Applications (AND CPCA/CDTP elective and a 1-hour CPCA/CDTP elective - not including CPCA 105 or CPCA 106)	
CPCA/CDTP electives (4)		
Total Hours		15

## Courses of Interest

Students may be interested in taking additional courses, as noted below, to complement their degree study. These courses are NOT part of the degree requirements.

BUS 120	Management Attitudes and Motivation	3
BUS 123	Personal Finance	3
BUS 235	Introduction to International Business	3
BUS 141	Principles of Management	3
BUS 243	Human Resource Management	3
BUS 261	Business Law I*	3
BUS 263	Business Law II*	3
CPCA 105	Introduction to Personal Computers: Windows	1
CPCA 108	Word Processing I: MS Word*	1
CPCA 110	Spreadsheets I: MS Excel*	1
CPCA 111	Spreadsheets II: MS Excel*	1
CPCA 114	Databases I: MS Access*	1
CPCA 115	Databases II: MS Access*	2
CPCA 141	Internet I*	1
CPCA 151	Internet II*	1
FASH 231	Merchandising Planning and Control*	3
HMG1 121	Perspectives of Hospitality Management	3
MKT 121	Retail Management	3
MKT 234	Services Marketing*	3

**Total Program Hours: 65**

## Courses

### ENTR 010 Business Plan Certificate (7 Hours)

The business plan certificate program focuses on evaluating an idea for a business and concludes with writing a business plan to start and/or grow a business. The certificate is comprised of the three entrepreneurship courses: ENTR 120 Introduction to Entrepreneurship 2 credit hours, ENTR 180 Opportunity Analysis 2 credit hours, and ENTR 142 Fast Trac Business Plan 3 credit hours Major Code 4810.

### ENTR 120 Introduction to Entrepreneurship\* (2 Hours)

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

The student will understand the role of entrepreneurial businesses in the United States and the impact on our national and global economy. The student will evaluate the skills and commitment necessary to successfully operate an entrepreneurial venture. Additionally, the student will review the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice. 2 hrs. lecture/wk.

**ENTR 130 Entrepreneurial Mindset\* (3 Hours)**

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

Upon successful completion of this course, the student will be introduced to the entrepreneurial mindset in its true economic and social context by studying the unlimited opportunities that an entrepreneurial mindset can provide. The student will study the skills, attitudes and behaviors that successful entrepreneurs have historically possessed, as well as the issues, circumstances and obstacles that shaped their time. Additionally, the student will analyze modern-day successful entrepreneurs who faced hardship and adversity by embracing an entrepreneurial mindset. The characteristics of the entrepreneurial mindset will be dissected and applied to the student's own mindset and entrepreneurial potential. 3 hrs. lecture/wk.

**ENTR 131 Financial Management for Small Business\* (2 Hours)**

**Prerequisites:** ACCT 111 or ACCT 121

Upon successful completion of this course, the student should be able to identify and evaluate the various sources available for funding a small business; demonstrate an understanding of financial terminology; read, prepare and analyze a financial statement; and write a loan proposal. In addition, the student should be able to explain the importance of working capital and cash management. The student should also be able to identify financing needs, establish credit policies, and prepare sales forecasts. This course is required for a vocational certificate and associate of applied science degree in business entrepreneurship. 2 hrs. lecture/wk.

**ENTR 142 Fast Trac Business Plan\* (3 Hours)**

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

Upon successful completion of this course, the student will be able to evaluate a business concept and write a sound business plan. In the process of doing so, students will be able to assess the strengths and weaknesses of a business concept; collect and organize market research data into a marketing plan; and prepare the financial projects for their business concept. In addition, students will be able to identify and evaluate various resources available for funding small businesses. The course is required for the business plan certificate, the vocational certificate in business entrepreneurship and the associate of applied science degree in business entrepreneurship. 3 hrs. lecture/wk.

**ENTR 160 Legal Issues for Small Business\* (2 Hours)**

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

Upon successful completion of this course, the student should be able to identify the forms of business ownership and the legal and tax implications for each. In addition, the student should be able to explain laws covering issues such as personnel, contracts and protection of intellectual property. The student should also be able to explain the reporting requirements for local, state and federal agencies. This course is required for the associate of applied science degree and the vocational certificate in business. 2 hrs. lecture/wk.

**ENTR 180 Opportunity Analysis\* (2 Hours)**

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

Upon successful completion of this course, the student should be able to assess the current economic, social and political climate for small businesses. In addition, the student should be able to explain how demographic, technological and social changes create opportunities for small business ventures. This course is required for the associate of applied science degree in business entrepreneurship. 2 hrs. lecture/wk.

**ENTR 185 Fundamentals of Direct Sales\* (3 Hours)**

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

Upon successful completion of this course, the student will learn the history of the direct sales industry as well as its current status and economic impact. Trends, both historic and current, will be reviewed and analyzed. Students will research a variety of direct sales companies to include their history, leadership, products, and methods of operation. Students will demonstrate an understanding of the industry, the role of the direct sales independent contractors working within this industry, and the impact of this industry on today's economy. 3 hrs. lecture/wk.

**ENTR 195 Franchising\* (3 Hours)**

**Prerequisites:** MKT 230

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

In this course, the student should be able to research the franchising method of doing business from the perspective of both the franchisor and the franchisee. The student will analyze independent management efforts necessary for a successful franchise business venture as well as understand the interdependent contractual obligations that are legally binding between the franchisor-franchisee. 3 hrs. lecture/wk.

**ENTR 210 Entrepreneurship Internship I\* (1 Hour)**

**Prerequisites:** department approval

Upon the successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. This course consists of supervised work experience in an approved training situation. A minimum of 240 hours of on-the-job training is required. This course is required for an associate of science degree in business entrepreneurship. Either ENTR 210 or BUSE 210, Entrepreneurship Internship I, or ENTR 215 or BUSE 215, Entrepreneurship Internship II, is required for a vocational certificate in business entrepreneurship.

**ENTR 215 Entrepreneurship Internship II\* (1 Hour)**

**Prerequisites:** ENTR 210 and department approval

Upon the successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. A minimum of 240 hours of on-the-job training is required. This course is required for an associate of applied science degree in business entrepreneurship. Either BUSE 210 or ENTR 210, Entrepreneurship Internship I, or BUSE 215 or ENTR 215, Entrepreneurship Internship II is required for a vocational certificate in business entrepreneurship.

**ENTR 220 Entrepreneurial Marketing\* (2 Hours)**

**Prerequisites:** MKT 230

In this course, the student will gain insights essential for marketing an entrepreneurial venture utilizing innovative and financially responsible marketing strategies. The student will analyze marketing philosophies implemented by key successful entrepreneurs. Additionally, the student will prepare a marketing plan to launch the entrepreneurial venture and a marketing plan to implement during the first two years of business operation. 2 hrs. lecture/wk.

**ENTR 225 Family Business\* (3 Hours)**

**Prerequisites or corequisites:** RDG 126 or College Reading Readiness

Upon successful completion of this course, the student will gain the knowledge and skills needed for the successful management and leadership of a family enterprise by exploring a diverse set of family firms, examining the interrelationships among the owners, the family, and the management team. The student will analyze the management and family practices that ensure success while recognizing the advantages and challenges facing family enterprises. Emphasis is placed on positioning the family enterprise for sustained growth and continuity through generations. 3 hrs. lecture/wk.