

BUS 230 Articulation Competencies

Introduction to Entrepreneurship (5 Credits)

Introduction to the elements of successful entrepreneurship, business opportunity identification and assessment, economic development strategies, and development of an effective business plan.

Upon completion of this course, successful students will score 80% or better on the following competencies to receive WVC college credits.

Student Learning Outcomes:

CATEGORIES			
1. Problem Solving: A. Critical Thinking B. Creative Thinking C. Quantitative Reasoning D. Qualitative Reasoning	2. Communication: A. Oral Expression B. Written Expression C. Artistic Expression	3. Social Interaction: A. Collaboration B. Ethical Conduct C. Professional Conduct D. Cultural Diversity	4. Inquiry: A. Information Literacy B. Research C. Documentation

Course Competencies Checklist:

- Understand the opportunities and demands of entrepreneurship.
- Use economic, marketing, and demographic data to determine and evaluate potential business concepts.
- Understand the sources and requirements for the funding of a business.
- Create a business plan and present a summary briefing of the plan.
- Explain the ethical considerations of the student’s business concept.
- Examine and analyze potential target markets.
- Explore business formation strategies.
- Examine business structure models.
- Research a business concept and determine its potential viability.

Program Outcomes:

Students who complete the ATS in General Business will be able to:

- Use and apply accounting and business concepts in real-life situations.
- Use their training and education to seek employment or advance in current employment in business-related fields.
- Know current practices, principles, and rules used in business and/or accounting.
- Develop a foundation for continued studies towards a transfer degree in business.

Core Topics:

- The importance of entrepreneurship to economic development.
- The opportunities and demands relating to entrepreneurship.
- Using economic, marketing, and demographic data bases for entrepreneurship research.
- Funding a new business.
- Writing a business plan and presenting a summary brief of the plan.
- Considering the ethical implications of the potential business.
- Business formation strategies.
- Target market identification.
- Business structure models.