

Montgomery County Community College  
ETP 110  
Entrepreneurial Essentials  
3-3-0

**COURSE DESCRIPTION:**

This course will enable a student to explore the viability of a proposed entrepreneurial venture as well as key concepts and principles related to entrepreneurship. By conducting due-diligence research, the student will evaluate consumer and economic data that will result in a data-supported decision regarding the feasibility of a proposed venture.

**REQUISITES:***Previous Course Requirements*

- MAT 011 Beginning Algebra or MAT 011B Beginning Algebra with Review of Arithmetic
- ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 - Basic Writing II
- REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Interpret results of due-diligence research in order to identify a viable entrepreneurial venture that is needed in the competitive market place.	Field Work: Data Collection and Reporting Lecture and Discussion	Group Presentation and Peer/Instructor Review of Findings
2. Analyze consumer and economic data to determine if and when an entrepreneurial venture should be brought to fruition.	Field Work: Data Collection and Reporting Lecture and Discussion	Group Presentation and Peer/Instructor Review of Findings
3. Compose a risk-analysis for a proposed business venture.	Case-Study Research Small Group Research and Reporting Lecture and Discussion	Identify Risk-Rating of Initiative Against Grading Rubric

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Critically evaluate financial considerations of starting and operating a business.	Assigned Readings Role Playing Student Presentations Lecture and Discussion	Written Examination
5. Apply knowledge of legal and ethical principles to managing a business.	Assigned Readings Case Study Demonstration and Practice Lecture/Discussion Role Playing	Case-Study Research

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

1. Define Entrepreneurship
2. Business Opportunity Identification and Feasibility Analysis
3. Business Research Methods and Resources
4. Business Planning
5. Risk Assessment
6. Legal, Ethical and Licensing Issues

#### LEARNING MATERIALS:

Abrams, Rhoda. (2012). *Entrepreneurship: A Real-World Approach* (1<sup>st</sup> ed.).

The Planning Shop.

Abrams, Rhoda. (2013). *Six Week Start Up* (3<sup>rd</sup> ed.). The Planning Shop.

ISBN: 9781933895413

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

#### COURSE APPROVAL:

Prepared by: Ayisha Sereni

Date: 11/5/2009

VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.

Date: 12/22/2009

Revised by: Ayisha Sereni

Date: 3/30/2012

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 4/1/2012

Revised by: Ayisha Sereni

Date: 10/31/2012

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 2/23/2013

Revised by: Ayisha Sereni  
VPAA/Provost or designee Compliance Verification:  
Victoria L. Bastecki-Perez, Ed.D.

Date: 4/18/2013

Date: 4/18/2013

Revised by: Paul Johnson  
VPAA/Provost or designee Compliance Verification:

Date: 1/9/2018

Date: 1/10/2018



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*