



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

EN2010 Introduction to Entrepreneurship

3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. Evaluate yourself as a potential entrepreneur.
 - a. Compare and contrast the advantages and disadvantages of entrepreneurship as a career choice.
 - b. Perform a personal SWOT Analysis.

 2. Examine the personal traits and behaviors of successful entrepreneurial performance.
 - a. Discuss the skills/characteristics of an entrepreneur including creativity, innovation, motivation, researcher, ethical, risk taker, and people skills.
 - b. Explore the role of ethics in a business.
 - c. Perform an environmental scan for a business venture.

 3. Research an Entrepreneurial Business Model.
 - a. Identify methods of entering an entrepreneurial venture including legal entities, corporations, limited liability partnership (LLP), limited liability corporations (LLC), partnerships, and sole proprietorship.
 - b. Explore different aspects of an entrepreneurial business.
 - i. Describe the impact of technology on a business.
 - ii. Identify legal issues within a business.
 - iii. Explain cultural issues that affect business.
 - c. Discuss the functional areas of a business including: Operations, Marketing, Management, Human Resources, Finance, and Legal.

 4. Analyze entrepreneurial strategy required for success.
 - a. Describe the importance of networking.
 - b. Discuss the importance of working with a mentor.
 - c. Discuss strategic thinking and how it impacts planning.
 - d. Use research skills to maximize entrepreneurial potential.
 - e. Explain the reasons for developing a business plan.
 - f. Explore the importance of outside resources such as organizations, other people, and information (SCORE, Chamber of Commerce, Entrepreneurial publications, etc.).
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Big Ideas

- Entrepreneurial Thinking
- Entrepreneurial Business Model
- Entrepreneurial Strategy

Essential Questions

1. What does it mean to be an entrepreneur?
2. What does it take to be a successful entrepreneur?
3. Why is it important to know your reason for being an entrepreneur?

These SLOs are approved for experiential credit.

Effective: Fall 2013