

# Introduction to Entrepreneurship

## COURSE OVERVIEW AND SYLLABUS

**INSTRUCTOR:** Mr. Alan Holt, M.Div.

**E-MAIL:** growthstrategiesforlife@gmail.com

**Course Length:** 5 Days (30 Hours)

**Education Course:** Non-Credited Certification Course

## COURSE DESCRIPTION

The Introduction to Entrepreneurship Course gives you the principles needed to successfully plan and launch a business. If you're interested in creating for profit businesses to make money or a non-profit organization to serve the community, this course will give you the information and skills necessary to help you to succeed. Our Students learn to think, act and execute like experienced Entrepreneurs, and learn that it is imperative that you break the mold of the traditional 9 to 5 paradigm, which can be detrimental to their success. You will learn the benefits of entrepreneurship, the pros and cons of self-employment, how to develop your business ideas, plans, mission and vision, how to communicate in the workplace, how to manage and lead your staff, and how to match all of these areas with your personality and abilities.

### Course Objectives

In this course, students will learn about the following topics:

- Entrepreneurs and inventors
- Products, services, and units of sale
- Producers and consumers
- Strong and weak economies
- Capitalism and competition
- Pros and cons of self-employment
- Entrepreneurial characteristics
- Parts of a business
- Factors of success and failure
- Business ethics, ideas, and opportunities
- Organizing a business
- Profit, value, and loss
- Scarcity and the law of supply and demand

### **Teaching methods:**

The teaching method is based on the presumption of a maximum level of independence of thought and work, and will be done using lectures, seminars/tutorials, PowerPoint slides, guest lectures, case studies and videos whenever available. Due to the highly practical nature of the course the lecturing will prevail.

### **Student Expectations**

This course requires the same level of commitment from you as a traditional classroom course would. Throughout the course, you are expected to spend time online on the following activities:

- Interactive lessons that include a mixture of instructional segments and tasks
- Assignments in which you apply and extend learning in each lesson

### **Communication**

Your instructor will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with your instructor via the email provided on this syllabus. Please ask and answer questions as needed and develop your speaking and listening skills.

### **Grading Policy**

You will be graded on the work you do online and the work you submit electronically to your instructor. The weighting for each category of graded activity is listed below.

<b>Grading Category</b>	<b>Weight</b>
<b>Assignments</b>	20%
<b>Essays</b>	20%
<b>Lesson Quizzes</b>	10%
<b>Projects</b>	50%

## Scope and Sequence

When you log into our website, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

**Session 1:** The Role of the Entrepreneur: Learn about products and services, capitalism, competition, and entrepreneurship.

**Session 2:** Entrepreneurship as a Career: Learn about reasons for entrepreneurship, self-employment, and entrepreneurial characteristics.

**Session 3:** Economic Principles: Learn about gross and net profit, types of competition, factors of production, scarcity, and the Law of Supply and Demand.

**Session 4:** Small Business Basics: Learn about parts of a business, factors that contribute to success and failure, business ethics, and conflicts of interest.

## COURSE POLICIES

This course conflict management and mediation course is created to teach those willing to create a safe and sustainable future, by managing and resolving conflicts with one another. Our most pressing global challenges we face today require that we show skillfulness in engaging with each other, recognizing how we can creatively approach our interdependent goals to create new opportunities for a better future.

There are both substantive and procedural ways that this course is infused with the theme of sustainability. Reading materials and assignments will be handled entirely through electronic means.

## ATTENDANCE AND PARTICIPATION

You are expected to attend all classes for this course, be prepared, and be on time. The class is built around your being in attendance and engaged in class activities, exercises and discussions. It is each student's responsibility to attend all sessions in order to receive your non-credited certification.

If you are absent for two or more consecutive class sessions due to a legitimate excuse, you are required to submit a letter signed by a person in a position to make an authoritative determination as to the validity of the absence, including the phone number of the individual who signed, and presented to GSFL prior or upon returning to training sessions. GSFL reserve the right to contact the person who signed your letter to check on the validity of the content and authority of

the letter. These are the only situations in which you will be allowed to reschedule your course. If you fail to comply, no refunds are given for missed sessions or making up of missed sessions.

Students who miss class are responsible for obtaining all material and information that they missed. This includes any changes to the schedule that are announced in class.

## **ACADEMIC INTEGRITY**

GSFL expects all students to uphold intellectual honesty in their academic work. In this class, it is essential that you demonstrate honor in maintaining the confidentiality of the role specific information for course role play exercises.

## **RECOMMENDED REFERENCES BOOK**

Eric, Reis (2017) The Startup Way: How Entrepreneurial Management Transforms Culture and Drives Growth

### **Websites of Interest:**

<http://www.nolo.com> for standard legal forms, such as NDAs, contracts, etc.  
<http://www.offices2share.com> for

some shared office space <http://www.fdncenter.org/> for a search database of grants and foundations

<http://www.iprint.com> for cheap printing of business cards and letterheads

If you want to be an Entrepreneur, you should read about them! Magazines:

<http://money.cnn.com/magazines/business2/>  
<http://www.redherring.com/>  
<http://www.entrepreneur.com>  
<http://www.inc.com/>  
<http://www.fastcompany.com/>  
<http://www.wired.com/>  
<http://www.garage.com/resources/index.shtml>  
<http://www.forbes.com/>

Really Great Website with All Kinds of Links to Other Entrepreneurship Websites:

<http://www.entrepreneurship.org/>