

COURSE OUTCOME MATRIX

COURSE SYLLABUS

PART 2 of 3

Course Number and Title	EP 101 – INTRODUCTION TO ENTREPRENEURSHIP
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Credit Hours	3
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Course Description	This course will introduce the student to the exciting world of business ownership. Students will explore the many dimensions of new venture creation, growth, innovation, and the formation of new businesses. Opportunities, as well as challenges, associated with building a business, along with the steps to bring a vision to reality in the world of business. Real life experiences from local entrepreneurs and case studies will be presented.
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Prerequisite(s) and/or Corequisite(s)	
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Required Textbooks/References/Course Materials:

Entrepreneurship: Theory, Process, and Practice	11th	Donald Kuratko	Cengage Learning	0357033892
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General Education Outcomes	
1	Utilize written and verbal language to discuss and comprehend information, incorporating a variety of technologies, such as text, data, and images (written language, verbal language, and information technology).
2	Identify and interpret relevant information in order to formulate an opinion or conclusion (critical thinking).
3	Demonstrate and communicate computational methods and mathematical reasoning in a variety of formats (using words, tables, graphs, mathematical equations, etc., as appropriate) (quantitative literacy and fluency).
4	Communicate in appropriate ways with those who are culturally diverse (intercultural competence).

Program/Department Outcomes	
1	Functional Business Knowledge – Students will apply core concepts of the functional areas of business (accounting, economics, finance, management, and marketing) in evaluating business issues.
2	Ethical Behavior – Students will demonstrate the knowledge and application of ethical concepts and behaviors in the workplace.

	Course Outcomes (CO)	Bloom's Domain for CO (C, A, P), Category, and Level	Program/Department Outcome(s)	Written Language	Verbal Language	Information Technology	Critical Thinking	Quantitative Literacy and Fluency	Intercultural Competence
1	Define opportunity and recognize opportunities from the perspectives of other entrepreneurs	C – UNDERSTAND (2)	1,2	1	0	0	1	0	0
2	Explain the nature of entrepreneurship as a method of business ownership and management.	C – UNDERSTAND (3)	1,2	1	1	0	1	0	0
3	Define the role of entrepreneurship and small businesses in the community.	C – UNDERSTAND (3)	1,2	1	1	0	1	0	0
4	Demonstrate and understanding of the characteristics of an entrepreneur.	C – ANALYZING (5)	1,2	1	0	1	1	1	1
5	Describe the challenges to the entrepreneur, advantages, disadvantages, and adaptation of the business venture.	C – ANALYZING (4)	1,2	1	1	0	2	0	2
6	Analyze the different structures of an entrepreneurial venture, including start-ups, buying existing businesses, franchising, and web-based businesses.	C – ANALYZING (4)	1,2	1	0	1	2	2	0
7	Describe the organization and management of a new business.	C – EVALUATING (3)	1,2	2	2	0	1	0	0
8	Explain the role of ethics and social responsibility in entrepreneurship.	C -EVALUATING (5)	1,2	1	1	1	1	0	1
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10									

Bloom's Domain Legend

C = Cognitive
A = Affective
P = Psychomotor

General Education Outcome Legend

2 = Included and Measurable
1 = Introduced and/or Minimally Addressed and Not Measurable
0 = Not included

Approved: May 2021
Reviewed: November 11, 2021