

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
BUS 116 - ENTREPRENEURSHIP (3 CR.)**

Course Description

Presents the various steps considered necessary when going into business. Includes areas such as product-service analysis, market research evaluation, setting up books, ways to finance startup, operations of the business, development of business plans, buyouts versus starting from scratch, and franchising. Uses problems and cases to demonstrate implementation of these techniques. Lecture 3 hours per week.

General Course Purpose

The course concentrates on the planning for and initiation of a new business or a new business idea, using computer software and social media. It emphasizes opportunity evaluation, forecasting, and startup planning. This course is designed to prepare the student for investigation of new opportunity and for startup management, but not ongoing operations.

Course Prerequisites/Corequisites

Ability to read, comprehend, analyze material written at a college level

Course Objectives

As a result of the learning experiences provided in this course, the student should be able to:

- Recognize legitimate entrepreneurial opportunities
- Describe the steps in establishing a new business
- Forecast, analyze, and plan for entrepreneurial initiative whether investment or operational
- Explain the value of social media in the entrepreneurial venture

Major Topics To Be Included

- Introduction to entrepreneurial opportunities
 - Franchising
 - Purchasing existing firm
- Financing of Business
 - Debt capital
 - Equity capital
 - venture capital
- Definition of objectives
- Forecasting, decision making, planning
- Investment opportunities
- Starting a new firm
 - Forms of ownership
 - Financial Considerations
 - Computerized accounting
 - Assets
 - projected balance sheet
 - cash flow
 - Location, layout, and merchandising
 - Sales development
 - Social Media
 - Traditional marketing techniques
- International business
 - exporting
 - importing

Optional Topics

- A. Legal aspects of investing and ownership