



BMGT 1600

Division: Business and Technology

Department: Business Management

Course: BMGT 1600

Title: ENTREPRENEURSHIP SEMINARS (formerly Entrepreneurship Lectures)

Catalog Description:

This course will introduce students to successful entrepreneurs around the state of Utah who will speak to the class and will answer the following questions: Do I have what it takes to be a successful entrepreneur? Do I have a feasible product? How do I organize for success? What management skills do I need? How do I get the needed capital to start? This course is repeatable for credit.

General Education Requirements: N/A

Semesters Offered: Fall

Credit/Time Requirement: Credit: 1-2; Lecture: 1-2; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Credit/Clock Comments: Variable credit based on the student's choice of lecture.

Prerequisites: None

Corequisites: None

Justification:

Entrepreneurship is a needed skill in today's marketplace. Businesses are demanding employees who possess the entrepreneurial spirit. This course explores five essential elements of entrepreneurship: Self assessment or do I have what it takes to be an entrepreneur? Is my business idea feasible? What form of business organization should I pursue? What management skills and knowledge must I have to be a successful entrepreneur? How do I raise the capital needed to finance my business? One of the key goals of the class is to help students determine what it takes to succeed as an entrepreneur and inform them of the additional resources they can tap into help them realize their goals. This course will be taught by entrepreneurs who have answered the above questions for themselves and can help others determine if entrepreneurship is right for them.

Student Learning Outcomes:

Students will be able to answer the following questions: Do I have what it takes to be a successful entrepreneur? Is my business idea feasible? What form of ownership is best for my situation? What management skills are essential for successful ownership of a business? How do I obtain the needed financing to make my business operational?

Each lecture will be presented by a successful entrepreneur in the state of Utah who has expertise in the topic area. The following topics will be addressed during the semester: 1. Advantages and disadvantages of owning a business. 2. Attributes of successful entrepreneurs. 3. Conducting marketing research on customer demand and competition. 4. Developing a core business competency or competitive advantage. 5. Consider franchising as an entrepreneur. 6. The need for and how to produce pro-form financial statements. 8. Giving consideration to human resource issues. 9. How to develop a successful business model. 10. Leadership skills that are essential to entrepreneurs. 11. The importance of customer service. 12. How to insure innovation and continuous improvement. 13. Obtaining and using debt financing. 14. Obtaining and using equity financing. 15. The importance of Ethics and Social Responsibility in the business world. Students who desire two credits must attend a weekly lab following each presentation where they will be given a written assignment that requires them to apply the material learned. This written material will be combined to form a portfolio that addresses the above mentioned fourteen issues.

General Education Outcomes:

5) Apply a cultural and historical awareness to a variety of phenomena.

The speakers will represent different cultures, disciplines, and points of view concerning entrepreneurship. Students submit a one-page written summary at the end of each seminar which specifically demonstrates new learning.

8) Apply ethical reasoning to a variety of contexts.

Students submit a one-page written summary at the end of each seminar which specifically addresses new learning as they relate to ethical issues facing entrepreneurs.

Key Performance Indicators:

For one credit hour: Students will be required to attend at least twelve of the fourteen lectures = 75% of grade. Write a one page summary of each lecture attended = 25% of grade. For two credit hours: Students will be required to attend at least twelve of the fourteen lectures = 38% of grade. Write a one page summary of each lecture attended = 12% of grade. Assemble a portfolio containing 12 of the fourteen application projects relating to lectures = 50% of grade. Percentages are approximate.

Representative Text and/or Supplies:

No required text book.

Optimum Class Size: 30

Maximum Class Size: 50

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)