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Authoring Organization: Rio Salado College

Written by: Lori Wieters

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Syllabus

Please provide a complete syllabus. All elements of the syllabus are required unless noted as "if applicable."

Course Title: Introduction to Entrepreneurship: Financing and Marketing a Business	Course Number (If applicable): EPS150AB
COURSE DESCRIPTION: In this course, students will be presented with an overview of entrepreneurship. This course includes the entrepreneurial process and the skills required to be successful, including financing and marketing a business.	
Note: Companion courses (EPS150AA Introduction to Entrepreneurship: Process & Skills for Starting and Planning a Business and EPS150AC Introduction to Entrepreneurship: Managing a Business) bookend this sequence of topics to include starting, planning, and managing a business.	
PREREQUISITES: None	
REQUIRED MATERIALS: None	
ADDITIONAL RESOURCES (if applicable):	
LEARNING OUTCOMES/COMPETENCIES: <ol style="list-style-type: none">1. Describe how to evaluate the potential of the market.2. Describe the types of primary and secondary research used to develop customer, market, and competitive assumptions.3. Differentiate between the types of financing sources that are available for new ventures.	



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COURSE ASSESSMENT:

Grading Scale

Category	Weight
Short Essay (1 x 30) = 30	16%
Short Essay (2 x 50) = 100	52%
Customer Analysis Plan (1 x 60)= 60	32%
Final Grade	100%

Total Points	Percentage	Grade
171-190	90% - 100%	A
152-170	80% - 89%	B
133-151	70% - 79%	C
114-132	60% - 69%	D
0-113	0 - 59%	F



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COURSE SCHEDULE:

Note: This partial example shows a course that combines lecture and lab components.

Module/ Lesson	Module/Lesson Title & description (if applicable)	Lesson Objectives	Assignment (w/category & point value)
1.	Market Potential	<ol style="list-style-type: none"> 1. Define the phrase market potential. 2. Evaluate and determine the size of a market. 3. Examine market trends. 	Short Essay 50 pts.
2.	Customer Analytics	<ol style="list-style-type: none"> 1. Define psychographics. 2. Evaluate the purchasing power of the customer. 3. Explain the lifestyle demands of your customers. 4. Create a customer analysis for the target customer base for your business. 	Customer Analysis Worksheet 60 pts.
3.	The Power of Market Research	<ol style="list-style-type: none"> 1. Describe the role of primary and secondary research in relationship to entrepreneurial ventures. 2. Locate research to develop customer, market, and competitive assumptions. 	Short Essay 30 pts.
4.	Financing Your Venture	<ol style="list-style-type: none"> 1. Describe types of financing sources. 2. Explain the pros and cons of each finance source. 3. Define self-funding, crowd-funding, finance organizations, venture capitalist, angels, and grants. 4. Investigate the type of finance source(s) that are most appropriate for your business. 	Short Essay 50 pts.



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