

Course Outline

**Entrepreneurship 180  
Opportunity Analysis**

**I. Catalog Statement**

Entrepreneurship 180 teaches the student to assess the current economic, social, and political climate for small business development or opportunities. In addition, students learn to explain how demographic, technological, and social changes create opportunities for small business ventures.

Total Lecture Units: 2.0

**Total Course Units: 2.0**

Total Lecture Hours: 32.0

**Total Faculty Contact Hours: 32.0**

Recommended Preparation: Eligibility for English 120 or ESL 151.

**II. Course Entry Expectations**

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 1.

**III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. identify opportunities for small business start-up and/or growth;
2. identify and discuss significant changes which impact small business;
3. analyze the current environment and make recommendations as to how small businesses can best maximize beneficial changes and minimize negative changes;
4. conduct an environmental analysis and develop a strategic plan for a specific small business (idea).

**IV. Course Content**

**Total Faculty Contact Hours = 32**

- |   |         |
|---|---------|
| A. Opportunities for Small Business Start-up and/or Growth      | 6 hours |
| 1. Written logs of business opportunities                       |         |
| 2. Evaluating and justifying business opportunities             |         |
| B. Significant Changes Which Impact Small Business              | 5 hours |
| 1. External information that assists environmental analysis     |         |
| 2. Consumer trends affecting business                           |         |
| C. Analysis of Current Business Environment and Recommendations | 8 hours |

for Small Business

1. Differentiating between existing environmental factors
2. Projections of positive environmental factors
3. Identifying unique qualities in small businesses
4. Turning negative factors into business opportunities

D. Environmental Analysis and Strategic Plan for a Specific Small Business Idea 8 hours

1. Major categories of macro environmental variables
2. Analysis of macro environments of small businesses
3. Factors in macro environment with largest impact on small business
4. Strategic analysis of environmental threats and opportunities

E. Developments in the Local Community and Their Impact on Small Business 5 hours

1. Local community environmental analysis
2. Small business climate in local community

## V. **Methods of Instruction**

The following instructional methodologies may be used in this course:

1. lecture;
2. multi-media presentations;
3. demonstration;
4. guest speakers.

## VI. **Out of Class Assignments**

The following out of class assignments may be used in this course:

1. out of class essay assignment (e.g. write an essay about the current business environment and make recommendations as to how small business can grow/survive depending on what that environment demonstrates);
2. homework and situational problem solving.

## VII. **Methods of Evaluation**

The following methods of evaluation may be used in this course:

1. midterm examination;
2. final exam;
3. written assignments.

## VIII. **Textbook**

Boynton, Andy and Fischer, Bill. *The Idea Hunter: How to Find the Best Ideas and Make them Happen*. Current Edition. Hoboken, N.J.: Jossey-Bass, 2011. Print.  
10<sup>th</sup> Grade Reading Level ISBN: 978-0470767764

**IX. Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

1. identify opportunities for small business start-up;
2. make recommendations as to how small business can maximize beneficial changes and minimize negative changes;
3. conduct an environmental analysis and develop a strategic plan for a specific small business.