



## Entrepreneurship Syllabus

**Delivery Method:** *Online, Asynchronous*

**Contact:** [support@mindedge.com](mailto:support@mindedge.com)

**Prerequisites/Co-requisites:** *None*

**Required Texts and Resources:** *MindEdge course bundle*

### **Course Description:**

This online course teaches essential skills and knowledge for entrepreneurs. Throughout five segments, learners will explore how entrepreneurs create successful ventures, and develop functional skills in management, accounting, marketing, and business law. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to practice entrepreneurial skills.

Topics covered in the course:

- Introduction to Entrepreneurship
- Business Law for Entrepreneurs
- Leadership and Management for Entrepreneurs
- Accounting and Finance for Entrepreneurs
- Strategic Marketing for Entrepreneurs

For any questions or concerns related to content, IT, and accommodations, please contact [support@mindedge.com](mailto:support@mindedge.com)

Students will have access to the course for 1 year. Completion of all components of the material will take approximately 26.5 hours. Students are able to self-pace their progress through the material, as all content is delivered online and asynchronously.

### **Grading:**

A student's grade in the course will be based on their performance on a final, cumulative exam. The final exam is composed of 40 multiple-choice questions. Students will have 1.5 hours to complete the exam.

If students do not earn a passing score of 70% on their first attempt, they will have the opportunity to take the exam 2 additional times (3 total attempts). Students must wait 24 hours between exam retakes.

### **Honor Code:**

At MindEdge, we believe in the power of online learning and the power of learners to improve their lives through education. We believe in the honesty and integrity of our learners and the

ability of our courses to further competencies in critical subjects crucial to personal and professional development.

When taking MindEdge courses that may confer college credit equivalency, we use additional measures to ensure the integrity of end-of-course exams and projects. This includes the use of online proctoring software. End-of-course exams are those built in a self-contained MindEdge “course” — separate from the material used for learning review and study. It’s expected that learners focus exclusively on the exam when taking the exam.

- Referencing the course materials used for learning is not permitted.
- Reviewing other course materials on separate devices or screens is not permitted.
- Working in tandem or communicating with others — either in your immediate proximity or via digital methods (text, chat, FaceTime, etc.) — is not permitted.
- Using alternate browsers or browser windows and search engines of any kind to aid in answering exam questions is not permitted.

The use of the proctoring software is to help ensure these activities don’t happen. Learners are expected to abide by the proctoring process, including the verification of a learner’s true identity as the registered exam taker by providing appropriate and valid identification.

Should the proctoring process raise any flags of suspicion on the items above, MindEdge will contact the learner with the information provided by our provider.

Should MindEdge have sufficient proof that the rules of this honor code were not followed — the learner will not have the opportunity to earn college credit or other continuing education units, as applicable. Any applicable fees paid to any party to take the course are not eligible for a refund of any kind.

### **Learning Objectives**

Below, learning objectives are listed according to topic.

#### **Introduction to Entrepreneurship**

- Describe the characteristics of a successful entrepreneur
- Outline the eight stages of the entrepreneurial process
- Explain the discovery stage
- Describe the evaluation of the market for a new venture
- Outline ways to structure the venture
- Define the strategic planning process for an entrepreneur
- Describe the operational and financial planning needed for a new venture
- Outline how an entrepreneur develops and employs a business plan
- Describe the options for funding the new venture
- Recognize the ethical issues faced by entrepreneurs

## **Business Law for Entrepreneurs**

- Understand basic legal terminology and the larger legal environment
- Identify and distinguish among the three basic legal structures of business organization
- Explain the advantages and disadvantages of a sole proprietorship
- Understand the rules and liabilities involved in a partnership
- Name the advantages and disadvantages of a corporation, and the steps necessary to incorporate
- Distinguish between a general partnership and a limited partnership or a limited liability partnership
- Explain the differences between S corporations and limited liability companies
- Identify the three major types of franchises and discuss the pros and cons of franchising
- Explain the major legal protections for intellectual property rights
- Define and distinguish between patents and copyrights
- Describe the importance of trademarks
- List the criteria that define a trade secret
- Identify the areas of employment law that are most relevant to entrepreneurs
- Define the four legal elements involved in forming a contract
- Explain the Statute of Frauds and the types of contracts to which it applies
- Explain Article 2 of the Universal Commercial Code and how it applies to sales contracts
- Understand the basics of tax law as it applies to a business
- Identify the major areas of federal regulation that apply to businesses
- Understand basic legal principles applying to personal property
- Understand basic legal principles applying to real property
- Identify the legal means for transferring ownership of real property
- Identify the three types of bankruptcy defined under federal law

## **Leadership and Management for Entrepreneurs**

- Describe the managerial roles played by an entrepreneur
- Outline the five key managerial activities
- Describe self-management techniques for managing time and organizing, planning, and prioritizing
- Differentiate between the autocratic (ODS-A), participative (ODS-P), and empowering (GEM) management styles and their application
- Describe the process for staffing an entrepreneurial venture
- Identify Katzenbach's Five Motivational Paths and how they apply to new ventures
- Describe the process for coaching employees
- Outline the USED Model for training employees
- Define active listening and recognize its importance when communicating with employees

## **Accounting and Finance for Entrepreneurs**

- Understand and explain the assumptions and principles that underlie Generally Accepted Accounting Principles (GAAP)
- Understand and explain the rules of double-entry accounting
- Calculate the balance of an account
- Define the steps that make up the accounting cycle
- Describe the relationship between the major financial statements that make up an annual report
- Explain the role of finance in the entrepreneurial process
- Identify and explain the three major pricing strategies
- Define and distinguish between fixed and variable costs
- Identify formulas for calculating the components of a master (static) budget
- Explain the factors and assumptions involved in break-even analysis
- Calculate Return on Investment (ROI) and payback period
- Understand key terms related to accounting and finance

### **Strategic Marketing for Entrepreneurs**

- Describe the role of strategy and marketing in an entrepreneurial setting
- Identify the basics of strategy, including the three levels of strategy and the five competitive forces identified by Michael Porter
- Explain marketing basics, including the marketing process and the Four P's
- Name the role of marketing in the discovery stage of a new venture
- Describe the evaluation of the market for a new venture, including market segmentation, target marketing, and exploring customer needs
- State the role of strategic planning in the entrepreneurial process
- Describe the key elements of a marketing plan
- Outline the factors for success in creating a new venture business plan