



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Entrepreneurship
Course Number: ENT120

Required Materials

Textbook(s): Entrepreneurship by Michael Lavery & Chris little ISBN: 9781975076344. Please note: This book is accessible through the course, but if students would like a printed version, they are available at the Stark State College Store.

Required Readings: None

Additional Materials: None

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1: The Entrepreneurial Perspective, Chapter 1 Review Questions
2	Chapter 2: The Entrepreneurial Journey and Pathways, Chapter 2 Case Questions/Online Research
3	Chapter 3: The Ethical and Social Responsibilities of Entrepreneurs, Chapter 3 Case Questions/Online Research, Chapter 3 Review Questions
4	Chapter 4: Creativity, Innovation, and Invention, Chapter 4 Case Questions/Online Research,, Chapter 4 Review Questions
5	Chapter 5: Identifying Entrepreneurial Opportunity, Chapter 5 Case Questions/Online Research
6	Chapter 6: Problem Solving and Need Recognition Techniques, Chapter 6 Case Questions/Online Research
7	Chapter 7: Telling Your Entrepreneurial Story and Pitching the Idea, Chapter 7 Review Questions
8	Chapter 8: Entrepreneurial Marketing and Sales, Chapter 8 Case Questions/Online Research
9	Chapter 9: Entrepreneurial Finance and Accounting, Chapter 9 Case Questions/Online Research
10	Project: "Stark Tank" Business Pitch
11	Chapter 10: Launch for Growth to Success, Chapter 10 Case Questions/Online Research
12	Chapter 11: Business Model and Plan, Chapter 11 Review Questions
13	Chapter 12: Building Networks and Foundations, Chapter 12 Case Questions/Online Research
14	Chapter 13: Business Structure Options: Legal, Tax, and Risk Issues, Chapter 13 Case Questions/Online Research, Chapter 13 Review Questions

16-week Calendar	
Week	Chapter/Topic/Lab
15	Chapter 14: Fundamentals of Resource Planning, Chapter 14 Case Questions/Online Reserach
16	Chapter 15: Next Steps, Chaper 15 Review Questions

8-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1: The Entrepreneurial Perspective, Chapter 1 Review Questions Chapter 2: The Entrepreneurial Journey and Pathways, Chapter 2 Case Questions/Online Research
2	Chapter 3: The Ethical and Social Responsibilities of Entrepreneurs, Chapter 3 Case Questions/Online research, Chapter 3 Review Questions Chapter 4: Creativity, Innovation, and Invention, Chapter 4 Case Questions/Online Research, Chapter 4 Review Questions
3	Chapter 5: Identifying Entrepreneurial Opportunity, Chapter 5 Case Questions/Online Research Chapter 6: Problem Solving and Need Recognition Techniques, Chapter 6 Case Questions/Online Research
4	Chapter 7: Telling Your Entrepreneurial Story and Pitching the Idea, Chapter 7 Review Questions Chapter 8: Entrepreneurial Marketing and Sales, Chapter 8 Case Questions/Online Research
5	Chapter 9: Entrepreneurial Finance and Accounting, Chapter 9 Case Questions/Online Research Project: "Stark Tank" Business Pitch
6	Chapter 10: Launch for Growth to Success, Chapter 10 Case Questions/Online Research Chapter 11: Business Model and Plan, Chapter 11 Review Questions
7	Chapter 12: Building Networks and Foundations, Chapter 12 Case Questions/Online Research Chapter 13: Business Structure Options: Legal, Tax, and Risk Issues, Chaper 13 Case Questions/Online Research, Chapter 13 Reviw Questions
8	Chapter 14: Fundamentals of Resource Planning, Chapter 14 Case Questions/Online Research Chapter 15: Next Steps, Chapter 15 Review Questions