

# Vesalius College

## Course description

**Course title:** Entrepreneurship

**Course code:** BUS 392E

**Teacher responsible:** Alea Fairchild

**Course description:**

Business capstone course designed to develop understanding of the entrepreneurial process and small business management and to explore the strategies that improve new venture performance. The core task is for the student to produce an actual business plan for his/her own venture that includes information such as: the technical concepts of the product or service; a marketing plan; an outline for the first three years; and a financing plan (equity/leverage). Also develops skills in written business communication and oral presentations that allow students to integrate entrepreneurship concepts and interact with business experts.

**Course objectives:**

The objective of the course is to give students an opportunity at intensive level to study and, hands on, to practice their entrepreneurial skills and, in the process, to assess if their personal business style and talents are a good fit for running a small business.

This study and assessment includes:

- How to develop analytical skills useful in entrepreneurship
- Learning business planning
- Developing techniques for market research
- Practicing financial analysis
- Developing management and leadership skills
- Developing team building skills
- Human resource management issues
- Strategic planning

**Grade weighting scheme:**

Class participation	10%
Assignments ( 4 )	20%
First Draft of Plan	20%
Final Copy of Plan	30%
Final oral presentation	15%
Peer Evaluation (average of scores from individual team members)	5%

**Used course material (handbooks, readers, readings, newspapers, magazines) and references:**

Handouts by the Instructor, available via the course web site on Blackboard.

Several books on business planning recommended, but none required.