_____SOUTH SEATTLE COMMUNITY COLLEGE_____

<div align="right">Technical Education Division</div>

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COURSE OUTLINE
Thomas Mayburry
4/4/2008
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DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Entrepreneurship
COURSE NUMBER:	HMG 313
TYPE OF COURSE:	Online
COURSE LENGTH:	1 quarter
CREDIT HOURS:	3
LECTURE HOURS:	33
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor.
COURSE DESCRIPTION:	Survey course which explores concepts and issues related to new business ventures, including small businesses.

STUDENT LEARNING OUTCOMES:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.
3. Critical Thinking and Problem Solving - This course requires students to critically analyze foundations of entrepreneurship.
4. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.

5. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read assigned each assigned chapter, listen to demonstrations by the instructor, and communicate with peer information gathered by research.
6. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks.

PROGRAM OUTCOMES ADDRESSED:

1. Read and analyze financial statements and budgets.
3. Describe a hospitality business philosophy.
4. Utilize computer technology.
8. Demonstrate a competency in understanding and executing human resource policy and practices consistent with organization objectives and third party regulatory entities
9. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics.
10. Apply basic principles of management and leadership.
11. Recognize diversity of cultural influences and values.
12. Manage and implement daily operations of a hospitality enterprise.
13. Understand and apply basic principles of business law and ethics.

GENERAL COURSE OBJECTIVES:

After successfully completing this course the student will be able:

1. Understand the foundations of entrepreneurship.
2. Design a competitive business model and build a solid strategic plan
3. Conduct a feasibility analysis.
4. Explain and understand different forms of business ownership.
5. Explain available franchising available to entrepreneurs.
6. Build a strong marketing plan.
7. Incorporate pricing strategies into the venture.
8. Create a successful financial plan.
9. Understand how to manage cash flow.
10. How to choose the right location and layout
11. Explain global aspects of entrepreneurship
12. How to build a new venture team.