

# ENTREPRENEURSHIP

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## OBJECTIVES

This course introduces students to the basics of entrepreneurship and small business management. Students can gain an understanding of how to establish and manage a small business. Students should be able to understand the role of small business and entrepreneurship, develop a complete business plan and understand the concepts and practices of entrepreneurship and small business management

## COURSE CONTENTS

Strategic Management: Gaining a Competitive Edge  
Choosing a Form of Ownership  
Franchising and the Entrepreneur  
Crafting a Winning Plan  
Creating a Solid Financial Plan  
Global Marketing Strategies for Entrepreneurs  
E-Commerce and Entrepreneurship  
Ethics, Social Responsibility, and the Entrepreneur  
The Legal Environment: Business Law and Government Regulation

Teaching: Lectures, discussion, activities, case studies, projects

Grading:

Class Participation 10%

Oral/ PowerPoint presentations 10%

Case Studies 20%

Team/Individual Project 10%

Examinations 50%

Office Hours by appointment

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## REQUIRED READING

*Effective Small Business Management: A Entrepreneurial Approach*, 7/e Norman Scarborough Thomas  
Zimmerer ISBN: 0-13-008116-7