

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Entrepreneurship & Innovation

Course Abbreviation and Number: BUS 1430

Credit Hours: 3

Course Type: Lecture

Course Description: This course provides the student with skills and resources necessary to assess current personal, economic, social, and business environment for opportunities for new ventures. Students will assess their business ideas based on their own strengths and skills, by looking internally at prior experience, education and skills. In addition the student will begin an external analysis of area trends. Business ideas will be matched with the student's skills, as well as personal, professional, and financial goals. Students will finalize their business concept and conduct a feasibility study of their local market.

Eligibility: ENG 1510 without supports or Corequisite: ENG 1510 with supports.

General Education Requirements Met

JCC

Applied Learning

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Recognize the importance of innovation and entrepreneurial thinking, and develop an understanding of the entrepreneurial mindset.
 2. Engage in a creative problem-solving process in order to identify opportunities and propose solutions to meet the needs of users in an identified market.
 3. Effectively apply knowledge and skills to a real-world experience, creative project, or independent intellectual investigation. [JCC Gen Ed – Applied Learning]
 4. Thoughtfully reflect on connections between concepts studies in the classroom & insights gained from an applied learning experience/project. [JCC Gen Ed – Applied Learning]
-

Topics Covered:

- Innovation and the entrepreneurial mindset.
 - Recognizing problems as opportunities
 - Developing customer empathy
 - Problem-solving and idea generation
 - Prototypes and testing
 - Business model development
-

Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
-------	--------	-----	--------	-----	--------	-----	-----

- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
-

Effective Date: Fall 2021