

# Hagerstown Community College

## MASTER SYLLABUS

**COURSE:** ENT 102 Entrepreneurship: Creativity & Problem-Solving      **SEMESTER/YEAR:** SP18

**INSTRUCTOR:** Lori Spessard

**COURSE DESCRIPTION:** This course examines tools and methods for solving a variety of problems in business and community environments. Students will explore elements of problem identification, design thinking, feasibility analysis, and business model development. Students will work on solving a problem in an area of interest. Total of 45 hours of lecture.

**TEXTBOOK:** Osterwalder, A. & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*, 1<sup>st</sup> ed. John Wiley & Sons, Inc.: Jew Jersey.  
ISBN 978-0-470-67641-1

### STUDENT LEARNING OUTCOMES:

Students who successfully complete this course will be able to:

1. Identify and evaluate ideas for feasibility.
2. Recognize and utilize the nine components of the business model canvas.
3. Develop a usable business model for a new business, a social problem, or corporate innovation.
4. Develop the storytelling and presentation skills necessary for successful presentation of business model ideas.

### ACCOUNTING FOR CREDIT HOUR REQUIREMENT

<i>For online class:</i>		
Assignment/Assessment	Clock Hours	Explanation
Online videos, readings, and other content	45.5	Time spent on a variety of online learning tools, reading, taking notes, etc.
Research and writing for assignments	45	Time spent researching, writing, editing, etc. written assignments.
Research for and participation in forums	44	Time spent preparing for and participating in discussion forums.
<b>Total hours</b>	<b>134.5</b>	

**Services for Students with Disabilities:** Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at [dss@hagerstowncc.edu](mailto:dss@hagerstowncc.edu) or at 240-500-2530.