

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:** Experiential Learning in Entrepreneurship  
**COURSE NUMBER:** BBM 488  
**PREREQUISITE:** Must be enrolled in the Entrepreneurship and Small  
Business Management certificate or the  
Entrepreneurship degree program.  
**COURSE DESCRIPTION:**

- B-4 Apply effective oral presentation skills.
- B-5 Describe the major sections of a business plan.
- B-6 Demonstrate a strategic plan for starting a business venture or entering a new market.

**GOAL C:**

The student will comprehend how interpersonal skills and professionalism impact a business' effectiveness.

**Learning Objectives:** The student will:

- C-1 Explain the value of self-reflecting on one's actions and how those actions may impact others in the workplace.
- C-2 Explain the meaning of self-management in relation to self- improvement planning, goal setting, building relationships, and one's ability to contribute to one's community.
- C-3 Describe the importance and appropriateness of professional attire and utilize professional etiquette in appropriate business situations.
- C-4 Explain the importance of individual professionalism and civility in the workplace.
- C-5 Navigate the techniques of social networking and building social capital.
- C-6 Become familiar with resources and organizations that support small business and entrepreneurship.
- C-7 Research and become familiar with professional or trade organizations their publications, and The Directory of Associations.

