

# ENTREPRENEURSHIP (ENTR)

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## **ENTR 1050 Introduction to Entrepreneurship**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The student will evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The student will understand the role of entrepreneurial businesses and the impact on the national and global economy.

## **ENTR 2040 Entrepreneurship Feasibility Study**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

Students will assess the viability of a business idea to determine if the concept is feasible for business startup, expansion or long term growth. The student will identify and analyze through basic research the present climate to determine current trends for their business idea by completing an industry, target market and competitive analysis. The student will begin to assess the financial needs for the business idea in addition to their own skill, strengths and talents to launch a successful business idea.

## **ENTR 2050 Marketing for the Entrepreneur**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

In the course, the student will gain insights essential for marketing their entrepreneurial venture utilizing innovative and financially responsible marketing strategies. Students will develop an understanding of traditional and non-traditional entrepreneurial marketing strategies. Prepare marketing strategies with associated tactics to launch and sustain an entrepreneurial venture.

## **ENTR 2090 Entrepreneurship Business Plan**

### **3.0 credit hours**

45.0 Classroom Hours = 45.0 Lecture Hours

The student will evaluate a business concept and create a business plan. Students will assess the strengths and weaknesses of a business concept; apply research data into the plans; and prepare the financial projections for the business concept. Students will identify and evaluate various resources available for funding small businesses.

## **ENTR 2091 Entrepreneurship Business Plan**

### **1.0 credit hours**

15.0 Classroom Hours = 15.0 Lecture Hours

Learn core entrepreneurship concepts through the development of a business concept, personal vision and investigate the market and financial feasibility by testing the concept against a model business.