

ENTREP-101: Introduction to Entrepreneurship

Course Description:

This course takes the student from idea creation to development to monetization. Students will understand market forces, accentuate internal strengths, and evaluate market potential. Sections on building the management team, constructing operations, and financing the venture will be studied.

Total Credits: 3.00

Course Competencies

- 1. Acknowledge market forces**
- 2. Write an abbreviated business plan**
- 3. Prepare a presentation of the business plan**
- 4. Categorize market potential**
- 5. Develop an idea into a business**
- 6. Analyze sources of funding**
- 7. Break down current economic events**
- 8. Adjust business plan to criticism**
- 9. Develop a marketing plan**
- 10. Diagnose problems in existing businesses**
- 11. Develop operational schematic for a business**

For more information Contact:

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