

# Entrepreneurship (ENTR)

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## Courses

### ENTR 120 Introduction to Entrepreneurship (2 Hours)

The student will understand the role of entrepreneurial businesses in the United States and the impact on our national and global economy. The student will evaluate the skills and commitment necessary to successfully operate an entrepreneurial venture. Additionally, the student will review the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice.

### ENTR 130 Entrepreneurial Mindset (3 Hours)

Upon successful completion of this course, the student will be introduced to the entrepreneurial mindset in its true economic and social context by studying the unlimited opportunities that an entrepreneurial mindset can provide. The student will study the skills, attitudes and behaviors that successful entrepreneurs have historically possessed, as well as the issues, circumstances and obstacles that shaped their time. Additionally, the student will analyze modern-day successful entrepreneurs who faced hardship and adversity by embracing an entrepreneurial mindset. The characteristics of the entrepreneurial mindset will be dissected and applied to the student's own mindset and entrepreneurial potential.

### ENTR 131 Financial Management for Small Business\* (2 Hours)

**Prerequisites :** ACCT 111 or ACCT 121.

Upon successful completion of this course, the student should be able to identify and evaluate the various sources available for funding a small business; demonstrate an understanding of financial terminology; read, prepare and analyze a financial statement; and write a loan proposal. In addition, the student should be able to explain the importance of working capital and cash management. The student should also be able to identify financing needs, establish credit policies, and prepare sales forecasts.

### ENTR 142 Business Plan (3 Hours)

Upon successful completion of this course, the student will be able to evaluate a business concept and write a sound business plan. In the process of doing so, students will be able to assess the strengths and weaknesses of a business concept, collect and organize market research data into a marketing plan, and prepare the financial projects for their business concept. In addition, students will be able to identify and evaluate various resources available for funding small businesses.

### ENTR 160 Legal Issues for Small Business (2 Hours)

Upon successful completion of this course, the student should be able to identify the forms of business ownership and the legal and tax implications for each. In addition, the student should be able to explain laws covering issues such as personnel, contracts and protection of intellectual property. The student should also be able to explain the reporting requirements for local, state and federal agencies.

### ENTR 180 Opportunity Analysis (2 Hours)

Upon successful completion of this course, the student should be able to assess the current economic, social and political climate for small businesses. In addition, the student should be able to explain how demographic, technological and social changes create opportunities for small business ventures.

### ENTR 185 Fundamentals of Direct Sales (3 Hours)

Upon successful completion of this course, the student will learn the history of the direct sales industry as well as its current status and economic impact. Trends, both historic and current, will be reviewed and analyzed. Students will research a variety of direct sales companies to include their history, leadership, products, and methods of operation. Students will demonstrate an understanding of the industry, the role of the direct sales independent contractors working within this industry, and the impact of this industry on today's economy.

### ENTR 195 Franchising\* (3 Hours)

**Prerequisites :** MKT 230.

In this course, the student should be able to research the franchising method of doing business from the perspective of both the franchisor and the franchisee. The student will analyze independent management efforts necessary for a successful franchise business venture as well as understand the interdependent contractual obligations that are legally binding between the franchisor-franchisee.

### ENTR 210 Entrepreneurship Internship I\* (1 Hour)

**Prerequisites :** Department approval.

Upon the successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. This course consists of supervised work experience in an approved training situation. A minimum of 240 hours of on-the-job training is required. This course is required for an associate of science degree in business entrepreneurship. Either ENTR 210 or BUSE 210, Entrepreneurship Internship I, or ENTR 215 or BUSE 215, Entrepreneurship Internship II, is required for a vocational certificate in business entrepreneurship.

### ENTR 215 Entrepreneurship Internship II\* (1 Hour)

**Prerequisites :** ENTR 210 and department approval.

Upon the successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. A minimum of 240 hours of on-the-job training is required.

### ENTR 220 Entrepreneurial Marketing\* (2 Hours)

**Prerequisites :** MKT 230.

In this course, the student will gain insights essential for marketing an entrepreneurial venture utilizing innovative and financially responsible marketing strategies. The student will analyze marketing philosophies implemented by key successful entrepreneurs. Additionally, the student will prepare a marketing plan to launch the entrepreneurial venture and a marketing plan to implement during the first two years of business operation.

**ENTR 225 Family Business (3 Hours)**

Upon successful completion of this course, the student will gain the knowledge and skills needed for the successful management and leadership of a family enterprise by exploring a diverse set of family firms, examining the interrelationships among the owners, the family, and the management team. The student will analyze the management and family practices that ensure success while recognizing the advantages and challenges facing family enterprises. Emphasis is placed on positioning the family enterprise for sustained growth and continuity through generations.