

## 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)**

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 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.