

ENTREPRENEURSHIP (ENTP)

ENTP-105 Entrepreneurship Skills

3 Credits

Lecture: 3 hours per week

Offering: Fall and Spring Only, All Years

This course provides an overview of the role of entrepreneurial businesses in the United States and the impact of those businesses on the national and global economy. Students evaluate the skills and commitment necessary to successfully operate an entrepreneurial venture. Additionally, students review the challenges and rewards of entrepreneurship as a career choice, as well as the entrance strategies needed to accomplish such a choice. As a key component of this course, students will generate a prospective business idea that can be honed in future entrepreneurship courses. Integrated course content to include: marketing, management, operations, finance, and computer skills and literacy.

ENTP-125 Small Business Financial Management

3 Credits

Lecture: 3 hours per week

Offering: Fall and Spring Only, All Years

This course includes a focused approach on the financial and accounting aspects of operating and growing a business. Students will learn about options for capital and how to manage credit. This course also examines the relationship of managerial accounting to control cash flow and the decision making functions of management. It includes a study of how costs are classified and analyzed for cost-volume-profit analysis (i.e. breakeven and target profit analysis). Students will also learn basic dual-entry accrual accounting theories, financial statement structure and cash flow projection. In addition, students will learn the basic tenets of establishing and evaluating budgets and the implementation of a strong internal control system.

ENTP-135 Business Development and Planning

3 Credits

Lecture: 3 hours per week

Offering: Fall and Spring Only, All Years

This course is designed to enable students to manage and operate a small business. In this course, students will further develop and refine their business and marketing plans developed in ENTP-105 and/or ENTP-125 or the plans business owners are currently using while operating their businesses. Other areas covered in this course include securing financing, developing advertising and promotional materials, choosing a site location, and managing the business. This course is beneficial for those planning to start a business as well as those already operating a business.

Pre/Corequisites: ENTP-105

Recommended Pre/Corequisites: ENTP-125