ENTR1101 - Entrepreneurship I: Finding Your Opportunity

Credits:	3 (3/0/0)
Description:	This course is designed for those who have a current business or aspire to create business opportunities. Students assess their skills, attitudes and behaviors related to entrepreneurial and innovative mindsets. Concepts and exercises focus on practical and repeatable processes and applications that identify unmet customer needs to generate ideas that become an innovation of value. Students create and present (pitch) business ideas. This course contains content and information on entrepreneurial mindset and entrepreneurial thinking.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Analyze how an entrepreneurial mindset influences opportunity recognition, decision-making, and responses to risk and uncertainty. 2. Differentiate between business ideas and business opportunities. 3. Analyze data to determine the feasibility of a business opportunity. 4. Apply the entrepreneurial mindset to complex situations. 5. Explore characteristics of small businesses. 6. Determine a business's growth potential. 7. Discuss risk management. 8. Discuss the financing of small businesses. 9. Develop a unique value proposition through positioning strategies. 10. Evaluate a business's potential barrier to entry into a market.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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