ENTR1201 - Entrepreneurship II: Starting Your Business

Credits:	3 (3/0/0)
Description:	In this course, students experience real-world and hands-on activities needed to start a business venture. Students develop strategies, incorporating valuable input from customers, partners, competitors and advisors, as they explore the various facets of a business idea and how those facets interact to produce a working business model. Students who complete this course are well-positioned to write a business plan or manage a small business of their own.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Apply the entrepreneurial mindset to the creation of a small business plan. 2. Create a competitive advantage strategy, including analyzing and assessing competitors. 3. Determine marketing strategies through segmentation and targeting. 4. Perform market research techniques to gain understanding of customer needs, wants and motivations. 5. Explain purchasing and inventory control. 6. Analyze business ownership forms and licensing requirements. 7. Discuss managing human resources. 8. Create financial projections to prepare for business growth or loss. 9. Develop a pro-forma balance sheet, income statement and cash budget. 10. Compare and contrast various funding sources.
MnTC goal areas:	None

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

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