

# 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:	<ol style="list-style-type: none"> <li>1. Apply the entrepreneurial mindset to the creation of a small business plan.</li> <li>2. Create a competitive advantage strategy, including analyzing and assessing competitors.</li> <li>3. Determine marketing strategies through segmentation and targeting.</li> <li>4. Perform market research techniques to gain understanding of customer needs, wants and motivations.</li> <li>5. Explain purchasing and inventory control.</li> <li>6. Analyze business ownership forms and licensing requirements.</li> <li>7. Discuss managing human resources.</li> <li>8. Create financial projections to prepare for business growth or loss.</li> <li>9. Develop a pro-forma balance sheet, income statement and cash budget.</li> <li>10. Compare and contrast various funding sources.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.