

## 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, including talking with customers, partners, competitors and advisors that provide valuable input, 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 will be well-positioned to write a business plan and will be able to answer the question, "Will anyone other than you want your product or service?"
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Analyze business ownership forms and licensing requirements.</li> <li>2. Perform quantitative market research techniques to gain understanding of customer wants/needs.</li> <li>3. Perform qualitative market research techniques to gain understanding of customer motivations.</li> <li>4. Create a competitive advantage strategy.</li> <li>5. Determine marketing strategies through segmentation and targeting.</li> <li>6. Develop a unique value proposition through positioning strategies.</li> <li>7. Analyze and assess competitors.</li> <li>8. Perform a Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis.</li> <li>9. Create financial projections to prepare for business growth or loss.</li> <li>10. Develop a pro-forma balance sheet, income statement and cash budget.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.