

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:	• ENTR1101
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> 1. Analyze business ownership forms and licensing requirements. 2. Perform quantitative market research techniques to gain understanding of customer wants/needs. 3. Perform qualitative market research techniques to gain understanding of customer motivations. 4. Create a competitive advantage strategy. 5. Determine marketing strategies through segmentation and targeting. 6. Develop a unique value proposition through positioning strategies. 7. Analyze and assess competitors. 8. Perform a Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis. 9. Create financial projections to prepare for business growth or loss 10. Develop a pro-forma balance sheet, income statement and cash budget.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.