

# ENTR1301 - Entrepreneurship III: Running and Growing Your Business

Credits:	3 (3/0/0)
Description:	In this course, students who are operating a business or have a solid business model learn how to build a firm foundation for running and growing their business. Students develop a detailed business plan as well as present and pitch a business plan to entrepreneurial professionals. The focus of the course is on the financial, marketing and operational functions within a business needed for sustained growth and success.
Prerequisites:	<ul style="list-style-type: none"> <li>• ENTR1101</li> <li>• ENTR1201</li> </ul>
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Explain the elements that contribute to company growth.</li> <li>2. Demonstrate responsibility, innovation and initiative in a demanding business setting.</li> <li>3. Outline key components of a business plan.</li> <li>4. Determine capital equipment needs and other start-up costs.</li> <li>5. Develop marketing and sales strategies.</li> <li>6. Create financial projections to prepare for business growth or loss.</li> <li>7. Develop a pro-forma balance sheet, income statement and cash budget.</li> <li>8. Perform a business plan presentation.</li> <li>9. Create a go-to-market strategy.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.