

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">• ENTR1101• ENTR1201
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none">1. Explain the elements that contribute to company growth.2. Demonstrate responsibility, innovation and initiative in a demanding business setting.3. Outline key components of a business plan.4. Determine capital equipment needs and other start-up costs.5. Develop marketing and sales strategies.6. Create financial projections to prepare for business growth or loss.7. Develop a pro-forma balance sheet, income statement and cash budget.8. Perform a business plan presentation.9. Create a go-to-market strategy.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.