

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.