A. Course Description

Credits: 4

Prerequisites: FIN 390 Principles of Finance AND MGMT 310 Management Principles and Practices AND MKTG 300 Marketing Principles

OR

ENTR 300 Interdisciplinary Business Skills and Knowledge for Non-Business Majors

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course prepares students to start, manage and grow a new business venture. A business idea will be evaluated, as well as the process to transform the idea in a new business. Different aspects of managing and growing a new business will be examined, assisting students to make educated decisions to solidify the business.

B. Course Effective Dates: 12/16/2017 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Identify a business opportunity and generate a business venture idea.
2. Evaluate a business idea, and create a business model thought the development of a feasibility plan analyzing aspects of the: market opportunity, industry, value proposition, target market; competitive analysis, financial and profitability).
3. Explore the different legal forms and requirements of a new business venture.
4. Evaluate how to develop a managerial team to lead the organization.
5. Identify the different opportunities for financing the new business venture.
6. Evaluate the challenges of growing a new business venture, including but not limited to the unique market issues of a new business venture.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Note: Course is a requirement for the Entrepreneurship and Innovation Major and Minor, a major elective for Business Administration, and can be taken as the capstone for Organizational Administration.