A. Course Description

Credits: 4

Prerequisites: ACCT 610 Financial Accounting for Managers AND MKTG 600 Marketing Management

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week:

MnTC Goals: None

This course examines the processes for launching a new enterprise, resources needed and financing strategies. Topics discussed include shaping a business concept into a feasible business venture, assessing demand, analyzing the competition, setting objectives, designing strategies, designing the organization and developing pro forma operating statements. This course helps students recognize the nature of business opportunities and develop realistic strategies for developing them.

B. Course Effective Dates: 01/12/2009 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

None

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None