ENTREPRENEURSHIP (ENT)

ENT 201 Entrepreneurship I Credits: 3
Typically Offered: Fall.
Course Description: This course examines entrepreneurship's role in society and the economy, and the process of business creation from concept through business plan. Specific issues include: creativity and innovation; industry and market research and analysis; introduction to financial statements for purposes of planning and forecasting; introduction to financing options; the review of business plans and team development of an assigned plan. **Prerequisite(s):** ENG 104 and basic understanding of Microsoft Word and Excel.

ENT 301 Entrepreneurship II Credits: 3
Typically Offered: Spring.
Course Description: A continuation of learning different paths to entrepreneurship- new product innovation, business acquisition and franchising, succession of the family business, and planning for corporate innovation. Students will identify a business idea, assess the feasibility of the opportunity, and develop a plan to capitalize on the opportunity. The course will culminate in the development of a business plan. As such, the course is an attempt to help students pursue their passion in a business setting. **Prerequisite(s):** ENT 201 and junior standing.