

# ENT 125 : Starting a Business

**Credits:** 3

**Class Hours:** 3 lecture

**Description:** This course surveys the business environment, establishing a firm, decision-making processes, marketing assessments, financing, operations considerations, and government regulations. It also covers development of a business plan. It is designed for those who wish to start or are currently operating their own business.

**Semester Offered:** Fall, Spring

**Course Student Learning Outcomes (CSLOs):**

1. Prepare a formal business plan.
2. Analyze business structures (sole proprietorships, corporations, partnerships, LLC, etc.).
3. Analyze and understand principles and concepts of major functional areas including, but not limited to, finance, marketing, and operations.
4. Demonstrate knowledge of organizational, production, and operations management.
5. Demonstrate knowledge of marketing strategies and identify market research methodologies.