

Entrepreneurship (ENT)

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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.

ENT 130 : Marketing for the Small Business

Credits: 3

Class Hours: 3 lecture

Description: This course covers key concepts and issues underlying the modern practice of marketing for the small business. The course provides a clear understanding of marketing's role in the management of a small business including marketing terminology, consumer-oriented approach to marketing, channels of distribution, marketing research, concepts and practices of retailing, wholesaling, physical distribution, marketing communication, personal selling, and marketing organization.

Semester Offered: Fall, Spring

Course Student Learning Outcomes (CSLOs):

1. Identify principles of marketing strategies for the small business.
2. Apply the marketing mix for small business.
3. Demonstrate fundamental knowledge of a viable business marketing plan.

ENT 150 : Basic Accounting and Finance for Entrepreneurs

Credits: 3

Class Hours: 3 lecture

Description: This course introduces accounting concepts and principles, procedures, and systems for the entrepreneur. Application skills include recording, summarizing, reporting, analyzing, and using accounting information for the small business. The development of a financial plan for a small business will incorporate the basic concepts pertaining to financial statements and financial planning.

Semester Offered: Fall, Spring

Course Student Learning Outcomes (CSLOs):

1. Apply principles and concepts of accounting and finance for the small business.
2. Compute value of inventory utilizing different methods.
3. Create pro forma financial statements.
4. Compute financial ratios for analyses.
5. Identify the process of raising capital to launch or expand a business.
6. Distinguish between short-term and long-term financing.