ENT 308 Launching an Entrepreneurial Venture  
Credit Hours: 3

Scheduled hours per week: May be offered online, hybrid (approximately 1.5 hours/week), or 3-hours/week traditional format.

Catalog Course Description: This course will prepare the students to launch the entrepreneurial endeavor with a complete business plan. It will focus on the immediate challenges and needs of a newly started business. This course will also prepare students to evaluate other business plans.

Pre-requisites: None  
Co-requisites: None

Course Learning Outcomes (CLO):

- Students will develop the skills to effectively launch an entrepreneurial business.
- Students will complete the business plan components for management and organization, be able to list and write all required appendices, and draft an effective executive summary.
- Students will be able to plan for the future of an entrepreneurial business beyond start-up.
- Students will be able to analyze business plans and make recommendations for improvement.
- Students will be able to conduct feasibility testing for an entrepreneurial venture.

Topics to be studied:

1. Apply the entrepreneurial process.
2. Test the potential success of an entrepreneurial idea.
3. Analyze the feasibility of a new venture business concept.
4. For a business plan, complete components for management and organization, write all required appendices, and draft executive summary.
5. Calculate start up risks and create plans for action.
6. Develop a launch plan for business.
7. Create a growth and new opportunity plan.
8. Evaluate the potential and pitfalls of other business plans.
10. Create a financial contingency plan.
Relationship of Course to Program Learning Outcomes (PLO):

ENT 308 will serve as an upper-division elective for the BSBA and BASBA degrees.

Program Learning Outcomes:

Bachelor of Science in Business Administration

BSBA Common Program Outcomes:

The follow program outcomes are common for all BSBA specializations:

At the conclusion of the Bachelor of Science in Business Administration program, students will:

• Communicate effectively and professionally both orally and in writing including complex report generation.
• Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.

Bachelor of Applied Science in Business Administration (BASBA) Program Outcomes:

BASBA Common Program Outcomes:

The follow program outcomes are common for all BASBA concentrations:

At the conclusion of the Bachelor of Applied Science in Business Administration program, students will:

• Communicate effectively and professionally both orally and in writing including complex report generation.
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.
### Relationship to General Education Outcomes:

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<tr>
<th>Included in this course</th>
<th>General Education Outcome:</th>
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<td>Composition and Rhetoric: Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.</td>
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<tr>
<td>X</td>
<td>Science &amp; Technology: Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and, refer to data as a basis for conclusions.</td>
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<td>X</td>
<td>Mathematics &amp; Quantitative Skills: Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.</td>
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<td>Society, Diversity &amp; Connections: Students demonstrate understanding of a logical ability to successfully analyze human behavior, societal and political organization, or communication.</td>
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<td>Human Inquiry &amp; The Past: Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</td>
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<td>The Arts &amp; Creativity: Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</td>
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### Special requirements of the course:

None

### Additional information:

This course may be taken alone for business elective credit or as part of the Business Entrepreneurship Advanced Skill Set.

### Prepared by: Pam Braden

### Date: October 3, 2018