

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.
9. Present a business plan.
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:

Included in this course	General Education Outcome:
	Composition and Rhetoric: Students illustration a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.
X	Science & 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.
X	Mathematics & Quantitative Skills: Student effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.
	Society, Diversity & Connections: Students demonstrate understanding of a logical ability to successfully analyze human behavior, societal and political organization, or communication.
	Human Inquiry & 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.
	The Arts & Creativity: Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.

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.

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