

ENTR-ENTREPRENEURSHIP

ENTR 1110. Entrepreneurship

3 Credits (3)

Introduces students to the concept of entrepreneurship and to the process of business startups. May be repeated up to 3 credits.

Prerequisite: BUSA 1110.

Learning Outcomes

1. Identify the unique characteristics of an entrepreneur.
2. Identify opportunities and conduct needs analysis.
3. Develop value proposition/market fit for proposed products and services.
4. Develop an appropriate business model.
5. Identify availability of necessary resources.