

MGT 245 - PRINCIPLES OF ENTREPRENEURSHIP

Course Description

This course provides practical knowledge needed for entrepreneurs with special attention focusing on creativity, opportunity, and feasibility of a new start up. Sources of funding and resources for small ventures are addressed in depth in this course to prepare the learner for practical application. This course primarily focuses on idea generation and start up of the business including risk, funding sources, cash flow, and awareness of external environmental factors that impact the business. The course project is the development of a feasibility study or related project. Feasibility studies include the extent to which an idea is viable, realistic, and the extent to which the entrepreneur is aware of internal and external forces that could affect the business. Group 2 course.

Credit Hours

3

Contact Hours

3

Lecture Hours

3

Recommended Prerequisites or Skills Competencies

BUS 101, MKT 201

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct