

# ENT - ENTREPRENEURSHIP

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## **ENT 200 - Fundamentals of Entrepreneurship** **Units: 3**

Discover the fundamentals of entrepreneurship as you explore the characteristics of entrepreneurs, the cycle of entrepreneurship, idea generation and how to validate your ideas to determine if they will be successful. Learn how to present your business ideas to potential investors and know when you are ready to go for it.

*Term Offered: Spring and Fall*

## **ENT 230 - Financing Your Small Business Venture** **Units: 3**

Explore the options that are available for financing your small business venture. Learn about ownership structures, venture capital, angel financing and small business administration. When you complete the course, you will be aware of multiple avenues for funding your existing, expanding or new business ideas.

*Term Offered: Fall*

## **ENT 240 - Marketing for Small Business** **Units: 3**

Effective marketing can be the key to your business's success. Delve into marketing principles to help your small business thrive. Learn about integrated marketing approaches, how to effectively market on a budget, and how to successfully build relationships to grow your small business venture.

*Term Offered: Spring and Fall*

## **ENT 280 - Entrepreneurship and Business Plan Development** **Units: 3**

Understand the principles of entrepreneurship and the tools you need to develop a quality business plan. Use your learned creativity and innovation techniques to generate new business ideas and then apply those skills as you develop an original, realistic and effective business plan. This hands-on course will take you through the steps of the business plan development process and give you the opportunity to present your business plan. You or your team may even choose to participate in a variety of local business plan competitions with your newfound skills and solid plan.

*Term Offered: Spring and Fall*