

ENT COURSE STUDENT LEARNING OUTCOMES

ENT 200 - Fundamentals of Entrepreneurship

Students will be able to describe the characteristics of entrepreneurs and how those characteristics relate to the student.

Students will be able to form and evaluate new ideas.

Students will be able to prepare and pitch their new business idea.

ENT 230 - Financing Your Small Business Venture

Students will be able to describe and distinguish financing options.

Students will be able to evaluate financing options and select the best option.

Students will be able to prepare documents required for approaching financiers.

ENT 240 - Marketing for Small Business

Students will be able to conduct an analysis of the feasibility of their marketing plan.

Students will be able to develop a business strategy and relate that strategy to the marketing for the firm.

Students will be able to prepare a marketing operations plan, including all aspects of the marketing function.

ENT 280 - Entrepreneurship and Business Plan Development

Students will be able to advance their concepts into a fully developed business plan.

Students will be able to develop an understanding of the process of entrepreneurship.

Students will be able to generate creative and realistic business concepts.