

BA 150: Intro to Entrepreneurship

Introduces the managerial practices of successful entrepreneurship in all types of organizations. Evaluates the business skills, leadership skills, traits, and commitment necessary to successfully operate an entrepreneurial venture. Reviews the challenges and rewards of entrepreneurship. Examines entrepreneurial businesses in the United States and their impact on the economy. Considers recent trends in social entrepreneurship.

Course Student Learning Outcomes

Upon completion of the course students should be able to:

- Apply an understanding of the multiple contexts in which entrepreneurs may work: as business owners, as employees working in small, mid-size or large companies, or as consultants.
- Identify the values and personal traits that strengthen an individual's likelihood of successfully launching and operating an entrepreneurial venture and assess personal skills against those of successful entrepreneurs.
- Identify opportunities in the marketplace, and the steps to develop a business plan/canvas for operating a business, and the options for securing funding for a new business venture.
- Understand the reasons small businesses fail, and how businesses that fail exit their markets.
- Identify the importance of creativity, leadership, innovation, continued learning, ethics, and networking for successful entrepreneurs.

Credits: 4

Prerequisites: [WR 115 RD 115 MTH 20](#) Equivalent placement test scores also accepted.

Program: [Business Administration](#)