

BA 260 : Introduction to Entrepreneurship

Focuses on the entrepreneurial phases associated with the start-up and management of small business. This course will teach future entrepreneurs and managers to recognize opportunities and to use effective entrepreneurial and small business management practices, including the evaluation of market conditions and new product feasibility, business plan creation and essentials, business implementation, and funding options.

Addendum to the Course Description: This course introduces the fundamentals of entrepreneurship, and exposes the student to the concepts, practice, and tools of the entrepreneurial world. Specifically, the course is designed to provide you with an understanding of the entrepreneurial process, that is, the process of taking an idea and finding a high-potential commercial opportunity, gathering resources such as talent and capital, and deciding how to sell and market the idea. A primary objective of this course is to encourage entrepreneurial thinking. Whether you simply want to learn more about entrepreneurship or whether you desire to launch an actual venture, this course will expose you to the tools you need to be more effective in the entrepreneurial process.

Credits 4

Prerequisites

Equivalent placement test scores also accepted.

Subject

[Business Administration](#)

Course Outcomes

Upon completion of the course students will be able to:

- Demonstrate knowledge of what it takes to be a successful entrepreneur.
- Analyze new business opportunities that exist in the marketplace.
- Evaluate the feasibility of pursuing an opportunity that you've recognized.
- Put together a successful new venture.

Prerequisite Courses

[WR 115](#)

[RD 115](#)