

ENTR1301 - Entrepreneurship III: Running and Growing Your Business

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| Credits: | 3 (3/0/0) |
| Description: | In this course, students who are operating a business or have a solid business model learn how to build a firm foundation for running and growing their business. Students develop a detailed business plan as well as present and pitch a business plan to entrepreneurial professionals. The focus of the course is on the financial, marketing and operational functions within a business needed for sustained growth and success. |
| Prerequisites: | <ul style="list-style-type: none"> • ENTR1101 • ENTR1201 |
| Corequisites: | |
| Pre/Corequisites*: | |
| Competencies: | <ol style="list-style-type: none"> 1. Explain the elements that contribute to company growth. 2. Demonstrate responsibility, innovation and initiative in a demanding business setting. 3. Outline key components of a business plan. 4. Determine capital equipment needs and other start-up costs. 5. Develop marketing and sales strategies. 6. Create financial projections to prepare for business growth or loss. 7. Develop a pro-forma balance sheet, income statement and cash budget. 8. Perform a business plan presentation. 9. Create a go-to-market strategy. |
| MnTC goal areas: | None |

*Can be taking as a Prerequisite or Corequisite.