

BA 250 : ENTREPRENEURSHIP

Transcript title

Entrepreneurship

Credits

4

Grading mode

Standard letter grades

Total contact hours

40

Lecture hours

40

Prerequisites

BA 101Z.

Recommended preparation

BA 223 and BA 169Z, and BA 111, or BA 211Z, or BA 217.

Course Description

Provides a solid foundation in entrepreneurship and small business management. Learns about the challenges facing entrepreneurship today, business management strategies, guerrilla marketing for success, the importance of financial planning and how to effectively present an elevator pitch. Additionally, students will learn about the various legal forms of business ownership, sources of financing a business, and e-commerce. A balance between the practical learning and "real life" situations will be followed throughout the course.

Course learning outcomes

1. Describe the challenges of entrepreneurship and the process of transforming an idea into reality.
2. Explain the importance of building a competitive advantage.
3. Describe the legal forms of business ownership.
4. Comprehend the advantages and disadvantages between purchasing an existing business, starting a business and franchising.
5. Describe the guerrilla marketing plan process, including the strategies behind product/service positioning, target market, pricing, distribution, and promotion.
6. Develop knowledge about e-commerce business and the elements needed for success.
7. Develop an understanding of pro forma financial plans, ratio analysis, and sources of financing.

Content outline

- Inside the entrepreneurial mind... Designing and building a strategic plan
- Conducting a feasibility analysis forms of business ownership
- Buying a franchise
- Buying an existing business
- Building a powerful marketing plan

- E-Commerce pricing
- Strategies creating a successful financial plan
- Managing cash flow sources of financing online elevator pitches

Required materials

Required textbook.