

# Minnesota State University Moorhead

## ENTR 229: Start Your Own Business

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is designed to provide students with hands-on experience and up-to-date information on how to start and set up their own business. It is co-taught by a team of experts and developed in cooperation with local business associations, the course will focus on the accounting, financial, legal, marketing and planning areas of setting up and running a start-up business. Same as MGMT 229.

**B. COURSE EFFECTIVE DATES:** 02/02/2020 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Entrepreneurship Mindset
  - a. problem-solution fit
  - b. customer visit
  - c. prototyping
2. Preparing a Business Model
  - a. lean start-up canvas
3. Legal
  - a. choosing the form of business organization
  - b. preparing and filing documents
  - c. regulatory considerations
  - d. intellectual property protections
  - e. basic contracts
  - f. insurance
4. Accounting and Finance
  - a. basic accounting
  - b. income forecasting
  - c. grants and loans
  - d. business taxes
5. Marketing and Strategy
  - a. definition of marketing
  - b. goods and services
  - c. marketing plan: strategy and tactic
  - d. customer experience management - B2B, B2C, C2C
6. Online Marketing
  - a. basic online/digital marketing
  - b. social media marketing/platform
  - c. online marketing analytics
7. Business and Personal Ethics

**D. LEARNING OUTCOMES (General)**

1. Analyze the various types of business entities.
2. Evaluate and select the most appropriate business entity for a specific business.
3. Analyze the regulatory requirements for operating a business.
4. Create a business model.
5. Acquire an understanding of the challenges and opportunities of doing business.
6. Interact with local business leaders and business-oriented organizations.
7. Evaluate and apply different the main principles of accounting/finance to their business.
8. Evaluate and apply different marketing strategies to fit their business.
9. Evaluate ethical issues related to doing business.

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted