

Alexandria Technical and Community College

BUS 2210: Entrepreneurship

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 2

Lab Hours/Week: 2

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Planning increases the likelihood of a successful organization venture. Learners will discover the keys to successful organization development in this class. Learners will develop an organization concept, examine external influences that impact the organization, and construct a plan to meet challenges and achieve organizational objectives.

B. COURSE EFFECTIVE DATES: 03/05/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Analyze Opportunities and Threats- Business Situation.
2. Prepare a Marketing Plan.
3. Analyze Strengths and Weaknesses.
4. Determine Revenue and Expenses.
5. Develop Financial Statements.
6. Prepare Executive Summary.
7. Present Business Development Plan.

D. LEARNING OUTCOMES (General)

1. The learner will complete an executive summary.
2. The learner will complete a marketing/promotion plan.
3. The learner will complete a financing plan.
4. The learner will complete a business proposal.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted