

ENT 120: Introduction to Entrepreneurship

This course introduces basic entrepreneurial business concepts and how these concepts are interconnected in determining the initial feasibility of an undeveloped original business idea. It illustrates the search for the unknowns that most new business ventures face. This course is intended as an introduction to the study of fundamental business factors and practices essential to the construction of a simple business model. This simplified business model may serve in the future as the foundation from which a more rigorous comprehensive and intricate formal business plan is written. This introductory course is intended for both business and non-business students seeking to learn about the rudiments of the formation of a business.

Credits: 3

Prerequisites: Placement in ENG 100 or Instructor consent