Minnesota State University Moorhead

MKTG 465: Entrepreneurship

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires both of these prerequisites
MGMT 260 - Principles of Management
MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

This is a survey course examining key elements of entrepreneurial venture. Basics of entrepreneurship will be covered. We will adopt the perspective of a global entrepreneur, who may capitalize upon resources from anywhere in the work, while facing global competition and uncertainties at any time. Specific topics this course will cover include: entrepreneurial opportunity, feasibility analysis, business plan, planning for growth and change.

B. COURSE EFFECTIVE DATES: 08/20/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Understand the vision of, and opportunities inherent in business ventures.
2. Be aware of obstacles, challenges, and dilemmas inherent in business ventures.
3. Understand the tools, concepts, insights, and skills necessary to succeed in entrepreneurial enterprises.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted