

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