BA 250 Entrepreneurship Outcomes

After successful completion of this course you will understand what it takes to be a successful entrepreneur and have first-hand knowledge on how to:

1. Describe the challenges of Entrepreneurship.
2. Understand the process of transforming an idea to reality.
3. Understand the importance of building a competitive advantage.
4. Describe the legal forms of business ownership.
5. Compare the difference from purchasing an existing business vs. starting a business.
6. Describe the guerrilla marketing plan process, including the strategies behind product/service positioning, pricing, distribution, and promotion.
7. Learn about E-Commerce business.
8. Develop an understanding of pro forma financial plans.
9. Describe the sources of financing.
10. Create and present an elevator pitch.