

BUS 139 Entrepreneurship I

COURSE DESCRIPTION:

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test

Corequisites: None

This course provides an introduction to the principles of entrepreneurship. Topics include self-analysis of entrepreneurship readiness, the role of entrepreneur in economic development, legal problems, organizational structure, sources of financing, budgeting, and cash flow. Upon completion, students should have an understanding of the

- D. Matching the business plan to the needs of the firm

- V. The Marketing Plan
 - A. Conducting a market analysis
 - B. Understanding the target market
 - C. Reaching the target market through locale and engagement

REQUIRED TEXTBOOK AND MATERIAL:

The textbook: Entrepreneurship: Successfully launching new ventures, 6th Edition; Bruce Barringer, Oklahoma State University; R. Duane Ireland, Texas A&M University, and Live Plan: Palo Alto Software.