

Minnesota State University Moorhead

BUS 309: Building a Workable Business Plan

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides an opportunity for the students to write a workable business plan. Students will learn the typical process of starting a new venture. The course will focus on how to turn an idea to an opportunity, and eventually to a business. Major points will include how to create, shape, recognize and seize a business opportunity, as well as the specifics of writing a business plan.

B. COURSE EFFECTIVE DATES: 03/04/2013 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Be able to write a workable business plan.
2. Craft a personal entrepreneurship strategy.
3. Get familiar with typical funding sources for new ventures.
4. Know the process of opportunity recognition.
5. Understand resource requirements for new ventures.
6. Understand the importance of entrepreneurship in a globalized world.
7. Understand the typical process of new venture creation.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted