



INTRODUCTION TO SMALL BUSINESS — ENTR 1170

A. Course Description

- **Credits:** 2.00
- **Lecture Hours/Week:** 2.00
- **Lab Hours/Week:** 0.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

Students taking this course will learn what it takes to own, operate, and grow a small business successfully. The student will learn the personal traits and characteristics necessary to succeed in the fast-paced small business environment. This course will also examine the various ways small business can start. Some of these ways include starting a business from scratch, buying an existing business, or buying a franchise. Various case studies will be examined as to why some businesses fail, while other succeed. In addition, the student will identify their individual strengths and weaknesses and will learn which of these areas help or hinder the success of small business ownership. Although there is no way to 100% "failure-proof" a business, the student will learn the three main secrets to launching a small business successfully.

B. Course Effective Dates: 1/8/10 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

As noted on course syllabus

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

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted

