

B. A. 4th semester

Entrepreneurship

Entrepreneurship Learning Outcomes

Introduction to Entrepreneurship

1. Student will be able to assess or identify their readiness/ability/aptitude for entrepreneurship.
2. Student will be able to verbally articulate the value proposition of an Entrepreneurial venture.
3. Student will have an understanding of how Entrepreneurship can impact their lives and society.

Making the Pitch

1. Demonstrate key entrepreneurial leadership qualities.
2. Explain key strategies for growth of a new business.

Marketing for Entrepreneurship

1. Assess the value of new media tools (social networks, websites, internet searches), and be able to select and utilize appropriate tools for a specific business
2. Assess the value of traditional local promotional tools, and be able to select and utilize appropriate tools for a specific business

The Business Plan

1. Evaluate a business plan to determine if it is complete and of investment grade;
2. Demonstrate the ability to collect primary and secondary research and present the findings verbally;
3. Demonstrate the ability to write an investment grade business plan using third party software;
4. Determine the competitiveness of their business versus direct competitors by creating a competitive matrix.