



Course Number and Title: ENT 211 Business Start-Up Design

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2018-51

Prerequisite:

ENT 101 or BUS 101, ENT 103 or concurrent

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course covers market needs identification, financial goal setting, product/service planning, market research and analysis, organizational team development, business profitability, fund seeking and cash flow, and future business planning.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Online Course

Disclaimer:

Completion of this course provides students with the internationally recognized entrepreneurship Kauffman FastTrac certification.

Core Course Performance Objectives (CCPOs):

1. Identify and distinguish the entrepreneurial mindset. (CCC 2, 4; PGC 1, 4, 6, 7)
2. Examine marketing needs. (CCC 1, 2; PGC 2, 4, 6, 7)
3. Analyze the financial goals of the enterprise. (CCC 2, 6; PGC 5, 8)
4. Plan and develop the delivery of a product or service. (CCC 2, 3; PGC 6, 8)
5. Generate and evaluate the determined target market. (CCC 4, 5, 6; PGC 2, 4, 6)
6. Assess the methods in reaching the determined target market. (CCC 2, 6; PGC 1, 2, 6)
7. Identify and construct the organization and team. (CCC 1, 2, 3, 4, 5; PGC 1, 7)
8. Formulate a plan for a profitable business future. (CCC 2, 4; PGC 1, 2, 4, 7)
9. Estimate business cash flow and compare funding sources. (CCC 2, 6; PGC 1, 5, 7)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Identify and distinguish the entrepreneurial mindset.
 1. Identify entrepreneurial risks.
 2. Describe entrepreneurial traits.
 3. List personal and professional choices.
 4. Prepare a personal vision.
 5. Define *products* and *services*.
2. Examine marketing needs.
 1. Identify problems and needs.
 2. Identify industries, markets, and competition.
 3. Outline demographics, lifestyles, and habits.
 4. Give examples of trends.
 5. Establish a personal network.
 6. Give examples of primary and secondary marketing research.
 7. Demonstrate data collection methods.
 8. Prepare and analyze research data.
3. Analyze the financial goals of the enterprise.
 1. Identify business concepts with income goals.
 2. Examine proper financial concepts.
 3. Examine proper methods for screening financial feasibility.
4. Plan and develop the delivery of a product or service.
 1. Select an appropriate business model.
 2. Recognize the importance of intellectual property.
 3. Identify the impact of governmental regulations on business.
 4. Plan the product or service.
5. Generate and evaluate the determined target market.
 1. Analyze the industry, competition, and market.
 2. Determine the ideal target market.
 3. Determine the market position, and decide a pricing strategy.
 4. Develop a marketing plan.
6. Assess the methods in reaching the determined target market.
 1. Determine the proper brand.
 2. Select a sales/service process.
 3. Establish the proper marketing strategy.
7. Identify and construct the organization and team.
 1. Identify the factors affecting the selection of a legal form of business.
 2. Implement sound management team decisions.
 3. Develop strategies for using employees and contractors.
 4. Develop a management and organizational plan.
8. Formulate a plan for a profitable business future.
 1. Calculate sales and expenses estimates.
 2. Determine inventory estimates.
 3. Acquire skills to read financial statements and financial planning.
9. Estimate business cash flow and compare funding sources.
 1. Develop abilities to monitor and project cash flow.
 2. Determine funding needs and sources.
 3. Implement strategies to strengthen cash flow.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Demonstrate entrepreneurial leadership characteristics.
2. Conduct market analysis and opportunity assessment.
3. Perform risk assessment and select risk management strategies.
4. Articulate a business vision and plan that demonstrates value to the marketplace and the investor.
5. Plan capital formation to fund business start-up and operation.
6. Utilize effective marketing, advertising and customer strategies.
7. Integrate personal, professional, ethical and legal standards into business decision-making.
8. Transform innovation into a product or service with sustainable commercial potential.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.