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General Syllabus
MGMT 30343 New Venture Creation

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite (s): Admission to the business program or consent of instructor.

Effective Catalog: 2024-2025

I. Course Information

A. Catalog Description

Focuses on entrepreneurship and new venture creation as an essential business function. Course materials address the needs of start-up businesses.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Define entrepreneurship and discuss its role in a business start-up.
2. Reflect on entrepreneurship as a possible personal goal.
3. Identify and evaluate a business idea.
4. Develop a positioning strategy and competitive advantage.
5. Identify elements of and evaluate effective management teams.
6. Discuss and evaluate possible capital structures and forms of ownership used in start-up businesses.
7. Identify and assess sources of funding that are unique to new business ventures.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will analyze the business ideas to determine their viability and to determine the resources needed to start up new ventures.

III. Major Course Topics

- A. The Entrepreneurial Mind for an Entrepreneurial Society
- B. The Opportunity
- C. The Founder and Team
- D. Financing Entrepreneurial Ventures
- E. Startup and Beyond