Entrepreneurship

This course does not include tutoring

Course Description

This course introduces students to the challenges and opportunities of entrepreneurship. It includes sound academic theory, success stories, case studies, and exercises in critical thinking to help students develop the understanding, skills, and plans needed to start a successful new business.

ACE Course/Exam Number: PLNS-0029

NOTE: The course is listed as Propero eCollege with eText for Entrepreneurship 3.0 for Strayer University on the Pearson store

This course includes the following eText:


Course Learning Outcomes

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

- Create components of a viable business plan
- Demonstrate management, leadership, and communication skills for running and growing a business
- Demonstrate techniques for analyzing costs, preparing financial documents, and reporting requirements
- Design an effective strategy for marketing, customer service, selling, and relationship building
- Create a plan for researching, securing, and managing the financial aspects of the enterprise
- Devise a plan for business operations that will ensure the business delivers on its promises to customers