



MCKENDREE
UNIVERSITY

The mission of McKendree University is to provide a high-quality educational experience to outstanding students.

~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~

ENT 301 THEORY OF ENTREPRENEURSHIP (3)

This course addresses the theory of entrepreneurship. The focus is on three main areas: entrepreneurship basics, the creative process, i.e. the idea, and planning for business. Some of the major concepts discussed are the pros and cons of entrepreneurship, types of entrepreneurship, the definition of an entrepreneur, strategy development, creating a competitive advantage, and financing. Prerequisites: MGT 204, MKT 205, ACC 205.

Student Learning Outcomes

Students will:

1. Describe the traits of successful entrepreneurs and their roles in innovation and invention.
2. Discuss opportunities and common challenges associated with starting and managing a small business.
3. Define different forms of business organizations, including proprietorships, partnerships, and corporations.
4. Understand the components of a business plan, including financial and marketing plans.
5. Develop strategic approaches to create competitive advantages in entrepreneurial ventures.

Course Topics

1. Entrepreneurship Basics
2. Types of Entrepreneurship
3. Strategy Development
4. The Creative Process
5. Business Planning
6. Financing Entrepreneurship



MCKENDREE
UNIVERSITY

The mission of McKendree University is to provide a high-quality educational experience to outstanding students.

~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~

ENT 330 PROCESS OF ENTREPRENEURSHIP (W) (3)

This course provides an in-depth discussion and analysis of the process of entrepreneurship. The focus is on two fundamental areas: business formation and the business plan. A thorough examination will be conducted on critical aspects, such as selecting the correct entity, intellectual property rights, legal considerations, and hiring. A comprehensive business plan will be developed based on the business idea of an individual student entrepreneur. The development of the business plan includes guidance on how to present the idea and plan to investors. Prerequisites: ENT 301, ECO 211, BUS 303.

Student Learning Outcomes

Students will:

1. Develop an understanding of the entrepreneurial process, including business formation and planning.
2. Learn how to select the appropriate business entity and understand intellectual property and legal considerations.
3. Create a comprehensive business plan, including financial projections and marketing strategies.
4. Gain skills to present a business idea effectively to investors, lenders, or partners.
5. Enhance entrepreneurial thinking through self-assessment and real-world applications.

Course Topics

1. Entrepreneurial Potential and Skills Assessment
2. Business idea Development
3. Business Plan Creation
4. Legal and Intellectual Property Considerations
5. Pitch Presentation



MCKENDREE
UNIVERSITY

The mission of McKendree University is to provide a high-quality educational experience to outstanding students.

~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~

ENT 450 ENTREPRENEURSHIP PRACTICUM (3)

This course is designed to provide students with practical experience in an entrepreneurial setting. Through live business scenarios and/or business simulations, students will learn to recognize entrepreneurial opportunities as well as problems that impede the entrepreneurial process. The goal of this course is to help students apply what they learned in ENT 301 and ENT 330 in real-life and/or simulated business scenarios. Prerequisites: ENT 301, 330.

Student Learning Outcomes

Students will:

1. Apply critical thinking regarding the environment of business.
2. Demonstrate the ability to innovate and take an idea from conception to market.
3. Develop a comprehensive business plan, integrating current and emerging business theories.
4. Assess financial opportunities and evaluate associated risks.
5. Present a refined business pitch to potential investors, entrepreneurs, or stakeholders.

Course Topics

1. Business Plan Refinement
2. Interviews with Entrepreneurs
3. Elevator Pitch Development
4. Competitor Analysis
5. Marketing Plan Development
6. Financial Planning