

ENTREPRENEURSHIP (ENTR)

ENTR 100 **54 Hours**

Entrepreneurship Basics

Entrepreneurship introduces students to the basics of starting up a business, including identifying business opportunities, understanding the components of a business plan, structuring the business, and financial considerations. Upon completion of this course, students will be able to use basic business terminology, explain the components of a business plan, and identify possible business structures. *(Apportionment)*

ENTR 105 **45 Hours**

Digital Marketing, Introduction

Introduction to Digital Marketing covers foundational topics, such as planning your marketing strategy, creating content, understanding, engaging, and retaining consumers. Upon completion students will understand the basics of digital marketing from concept to optimization. *(Apportionment)*

ENTR 115 **45 Hours**

Business Law Essentials

Business Law Essentials is an overview of the American legal system designed to develop an understanding of the fundamentals of business law for the purpose of observing the application of legal principles in business activity. This course provides the student with a working knowledge of the legal framework within which formal business organizations must operate. *(Apportionment)*
