

Missouri Southern State University

School of Business Administration

The Center for Entrepreneurship

The Center for Entrepreneurship in the School of Business Administration at Missouri Southern State University has been established to provide practical and relevant information about starting and operating a small business.

The Center offers 15 one-credit hour courses and two three-credit hour courses via the Internet. The entrepreneurship courses may be taken for college credit by business majors or other majors. They may also be taken as non-credit courses.

Students can earn a Certificate of Entrepreneurship or a Minor in Entrepreneurship. Students receive a Certificate of Entrepreneurship upon completion of the 15 one-credit hour courses, an Entrepreneurship Minor for Non-BSBA Degree Candidates upon completion of 21 credit hours, or an Entrepreneurship Minor for BSBA Degree Candidates upon completion of 18 credit hours.

The staff of the MSSU Small Business Development Center teaches the Entrepreneurship courses. If you would like additional information, please contact:

Jim Krudwig, Director of the Small Business Development Center, (417) 625-9557, krudwig-j@mssu.edu
Lisa Robinson, Consultant, Small Business Development Center, (417) 625-9575, robinson-l@mssu.edu
Karen Bradshaw, Director of the Center for Entrepreneurship, (417) 625-9520, bradshaw-k@mssu.edu
Matthews Hall 107

Minor in Entrepreneurship (Non-BSBA degree candidates)

	Hours
Required:	
ENT 201 Developing a Business Plan	1
ENT 202 Business Opportunities	1
ENT 203 Legal Aspects for Entrepreneurs	1
ENT 204 Initial Capitalization	1
ENT 205 Cash Flow Analysis	1
ENT 206 Microcomputer Applications	1
ENT 207 Accounting Procedures	1
ENT 208 Accounting Records	1
ENT 209 Accounting Taxation	1
ENT 210 The Management Process for Entrepreneurs	1
ENT 211 Strategic Planning & Organizing	1
ENT 212 Human Resource Issues for Entrepreneurs	1
ENT 213 Promotion	1
ENT 214 Pricing	1
ENT 215 Merchandise/Inventory Planning	1
ENT 301 New Business Formation	3
ENT 302 Managing Innovation and Technology	3
Total for Minor (Entrepreneurship)	21

Minor in Entrepreneurship**(BSBA degree candidates)**

		Hours
Required:		
ENT 201	Developing a Business Plan	1
ENT 202	Business Opportunities	1
ENT 203	Legal Aspects for Entrepreneurs	1
ENT 204	Initial Capitalization	1
ENT 205	Cash Flow Analysis	1
ENT 209	Accounting Taxation	1
ENT 301	New Business Formation	3
ENT 302	Managing Innovation and Technology	3
Choose 6 credit hours from:		
ACCT 309	Accounting Information Systems I	3
ECON 411	Investments	3
ECON 330	Principles of Insurance	3
GB 361	Personal Development	1
GB 362	Career Development	1
GB 363	Interpersonal Development	1
MM 340	Principles of Transportation	3
MM 354	Quality Management	3
MM 405	Internet Marketing	3
MM 312	Retailing	3
MM 436	Service Marketing	3
MM 321	Professional Strategic Selling	3
MM 345	Business Logistics	3
Or Upper Division Business Course (selected with advisor consultation and approval)		
Total for Minor (Entrepreneurship)		18

Concentration in Entrepreneurship

A concentration in entrepreneurship is offered for all students, regardless of major, to enhance success of small business start-ups. This concentration prepares the students to start their own businesses. A **Certificate of Entrepreneurship** will be issued to students who successfully complete the fifteen entrepreneurship courses. These courses are offered via the Internet.

Requirements for a Concentration in Entrepreneurship:

		Hours
Ent 201	Developing a Business Plan	1
Ent 202	Business Opportunities	1
Ent 203	Legal Aspects for Entrepreneurs	1
Ent 204	Initial Capitalization	1
Ent 205	Cash Flow Analysis	1
Ent 206	Microcomputer Applications	1
Ent 207	Accounting Procedures	1
Ent 208	Accounting Records	1
Ent 209	Accounting Taxation	1
Ent 210	The Management Process for Entrepreneurs	1
Ent 211	Strategic Planning & Organizing	1
Ent 212	Human Resource Issues For Entrepreneurs	1
Ent 213	Promotion	1
Ent 214	Pricing	1
Ent 215	Merchandise/Inventory Planning	1
Total for Concentration (Entrepreneurship)		15

Course Descriptions

ENT 201 Developing a Business Plan (F) 1 hr. cr.

This course focuses on the proper techniques to use in preparing and presenting a business plan, which will provide the necessary goals and directions for creating, managing, and gaining profit from a business. Prerequisite: none.

ENT 202 Business Opportunities (F) 1 hr. cr.

A course concentrating on analyzing the feasibility of starting or expanding a business venture. Topics include developing strategies for various types of existing business ventures and new startups, product positioning, the purchase of existing businesses, franchising, and determining and creating a competitive advantage for products and services. Prerequisite: none.

ENT 203 Legal Aspects for Entrepreneurs (F) 1 hr. cr.

This course will cover the formation, advantages and disadvantages of corporations, partnerships, LLCs, and sole proprietorships as different forms of legal ownership for new businesses. Topics include business licenses, business insurance, government regulations, government support systems, liability, and ethical issues. Prerequisite: none.

ENT 204 Initial Capitalization (S) 1 hr. cr.

A course to help prepare the entrepreneur for presenting their "initial capital" needs to the appropriate audience in obtaining financing for their new business. Prerequisite: none.

ENT 205 Cash Flow Analysis (S) 1 hr. cr.

A course for preparing analysis on a new or existing business in the areas of business operating cycle, quality indicators, financial ratios, permanent working capital, and cash flow analysis. Prerequisite: none.

ENT 206 Microcomputer Applications (S) 1 hr. cr.

A course to prepare the entrepreneur for applying computerized accounting technology to a small business situation. QuickBooks for Windows will be used for the course. Prerequisite: none.

ENT 207 Accounting Procedures (F) 1 hr. cr.

A course to teach entrepreneurs accounting concepts so they will have background knowledge of the how and why of financial statement preparation as related to managing small businesses. Prerequisite: none.

ENT 208 Accounting Records (F) 1 hr. cr.

A course to acquaint entrepreneurs with the various accounting and financial records needed to successfully operate a small business. Prerequisite: none.

ENT 209 Accounting Taxation (F) 1 hr. cr.

A course to acquaint entrepreneurs with the tax consequences of the different forms of business organization and the documents necessary to get a business "legal" with authorities for "tax" purposes. Prerequisite: none.

ENT 210 The Management Process for Entrepreneurs (S) 1 hr. cr.

A course to acquaint the entrepreneur with basic theories and principles of management as they relate to an entrepreneurial and newly formed business. Using E-commerce in traditional companies will be evaluated. Small business survival by gaining the competitive edge will be stressed. Prerequisite: none.

ENT 211 Strategic Planning & Organizing (S) 1 hr. cr.

A course to help small business people develop and implement management strategies for efficiency and to learn and practice the important functions of planning and organizing a small business. Topics include the balanced scorecard concept, analytical tools, methods of managing entrepreneurial firms, and the formation of strategy for E-commerce trends and the application of this strategy. Prerequisite: none.

ENT 212 Human Resource Issues for Entrepreneurs (S) 1 hr. cr.

This course is designed to help the students and owners of small businesses improve their human relations skills needed in running a business. The discovering of one's management style and the development of new management skills will be covered. Prerequisite: none.

ENT 213 Promotion (S) 1 hr. cr.

This course will introduce the entrepreneur to the complexities of advertising for smaller businesses. The entrepreneur will learn to develop the marketing goals of a business and select a marketing mix to communicate those ideas to the marketplace. Utilizing the Internet in promotional strategies will be covered. Prerequisite: none.

ENT 214 Pricing (S) 1 hr. cr.

This course will concentrate on the pricing of products for a small business for profit, and the development of pricing strategies and sales promotion techniques, that will allow businesses to attract customers for the buying process. The emphasis will be on pricing strategies for goods and/or services. Prerequisite: none.

ENT 215 Merchandise/Inventory Planning (S) 1 hr. cr.

This course will acquaint the entrepreneur with various techniques of inventory/merchandise planning and controls. It also will also focus on merchandising strategies, salesmanship, location analysis, and the purchasing function. Prerequisite: none.

ENT 301 New Business Formation (S) 3 hr. cr.

Students, as officers or employees, will be required to complete the following tasks generally inclusive with creating, and managing a small business: identify a viable product/service and target market; develop an organizational structure for the company; write a business plan; maintain internal cost and accounting procedures; develop advertising and marketing strategies; and harvest the business. Prerequisites: ENT 201, ENT 202, ENT 203, ENT 204, ENT 205, ENT 209, or consent of the instructor.

ENT 302 Managing Innovation and Technology (F) 3 hr. cr.

Students work in a consulting capacity problem solving for entrepreneurial companies that may be located in a business innovation center or referred by the Small Business Development Center. Students work with problems related to marketing, financial management, managerial issues, and other business requirements in which students will combine business and consulting skills in a way that leads to innovation and sustainable growth in the small businesses. Prerequisites: ENT 201, ENT 202, ENT 203, ENT 204, ENT 205, ENT 209, or consent of the instructor.

Course	Instructor	Projected Dates			
		Fall 2006	Spring 2007	Fall 2007	Spring 2008
		One year completion		One year completion	
ENT 201 ENT 202 ENT 203	Karen Bradshaw	<i>Internet</i>		<i>Internet</i>	
ENT 204 ENT 205 ENT 206	Lisa Robinson		<i>Internet</i>		<i>Internet</i>
ENT 207 ENT 208 ENT 209	Lisa Robinson	<i>Internet</i>		<i>Internet</i>	
ENT 210 ENT 211 ENT 212	Jim Krudwig		<i>Internet</i>		<i>Internet</i>
ENT 213 ENT 214 ENT 215	Karen Bradshaw		<i>Internet</i>		<i>Internet</i>
ENT 301	Karen Bradshaw		<i>Internet</i>		<i>Internet</i>
ENT 302	Karen Bradshaw	<i>Internet</i>		<i>Internet</i>	