

# ENT 208 : Right Path to Business

## **Class Program**

Entrepreneurship

**Credits** 1

## **Quarter Offered**

Fall

This course provides a hands-on opportunity to understand what it takes to launch and operate a successful business. Students learn to use self-assessment tools to determine the ability of the business to make money, how much money will be needed to launch the business, and where to find it. This class may include students from multiple sections.

## **Course Outcomes**

1. Develop a mission statement.
2. Evaluate the ideal customer for a specific business.
3. Evaluate the main competitors: distinguish what they do well and what they do poorly.
4. Develop competitive advantages for a specific business.
5. Create a simple profit and loss projection.
6. Formulate the breakeven point.
7. Evaluate the two primary sources of financing.