

# Entrepreneurship Business Start-up Program

## Course Description\*



### **Capstone: Entrepreneurship**

*3 Credits*

An overview of the skill areas and business principles needed to start and operate a small business. Includes developing a business plan, identifying sources of capital formation, managing growth, and marketing issues related to new ventures.

**Prerequisite(s):** None

### **Psychology of Selling**

*3 Credits*

Development of selling techniques which are used by many of the world's best companies and explanation of why they work. Includes the psychological reasons that prevent a prospect from purchasing a product or service and the techniques to motivate a prospect to buy.

**Prerequisite(s):** None

### **Advertising**

*3 Credits*

Exposure to the history and fundamentals of advertising; in-depth exploration of advertising media, budget plans, ad campaign designs, and in-house promotion designs; and the production of actual radio, television, and print advertising.

**Prerequisite(s):** None

### **Accounting Procedures**

*4 Credits*

Basic double-entry accounting. Emphasis on analyzing, journalizing, and posting transactions; trial balance, worksheet, financial statements, and adjusting/closing procedures, accounting systems, and cash control.

**Prerequisite(s):** None

