

Entrepreneurship

Successful graduates of the Entrepreneurship Program will possess the skills and knowledge to transform innovation into a commercial product or service. While a student, you will develop a comprehensive understanding of entrepreneurship by learning the fundamentals of starting and operating your own business and building connections with the people, programs, and services that entrepreneurs need.

What You'll Learn...

- Practical, hands-on skills needed to create, manage and grow a successful business
- Skills to recognize and seize an opportunity when it presents itself
- Management of legal, organizational, and financial issues
- Skills to develop an idea into a workable business plan
- Strategy formulation to manage risk and avoid failure
- Application of communication and leadership skills to situations
- Securing funding for your business venture

What You'll Earn...

- The potential for career independence
- A network of valuable contacts and services
- The opportunity to transform a business idea into a marketable product or service
- The possibility for unlimited earning potential

What You Can Do...

- Start your own business
- Buy an existing business
- Take over a family business
- Become a corporate business entrepreneur
- Acquire a franchise

Get in, Get smart, Get going. . .

The Entrepreneurship Program is a comprehensive program of integrated credit and non-credit offerings providing opportunities for students to learn successful entrepreneurship. Students may complete an associate degree in entrepreneurship, complete entrepreneurship courses while majoring in another career area for a dual associate degree, or complete entrepreneurship courses for a credit certificate.

Supporting offerings are provided, which relate to each of the entrepreneurship courses. These supporting offerings include the Meet the Entrepreneur Series and the Tell Me More Series where experts expand upon topics taught in the courses. An annual conference will be a culminating activity.

Course Descriptions

ENT 101 - Introduction to Entrepreneurship

Introduction to Entrepreneurship provides the student who has a strong desire to start a business with an understanding of the characteristics of the entrepreneur and the unique concepts of business ownership.

ENT 103 - Legal Issues for the Entrepreneur

This course provides the entrepreneur with an understanding of the common legal issues encountered by the business owner.

ENT 104 - Opportunity Analysis

This course examines the entrepreneur's role in the global economy as an exploiter of opportunities. Topics include the creative search for ideas, the innovation process, and the opportunity analysis to screen for the best ideas.

ENT 210 – Entrepreneurial Business Process

This course teaches entrepreneurs to analyze the market and competition, set achievable goals, and create a strategic business plan while understanding the probability of risks, crisis management, disaster recovery, and business continuity plans.

ENT 220 - Leadership

This course explores the characteristics of inspirational leaders. It emphasizes the development of leadership skills, which motivate others to implement the entrepreneur's vision.

ENT 240 – Funding and Finance for the Entrepreneur

This course provides the entrepreneur with sources of capital options, basic financial knowledge, and forecasting skills. Additionally, students will become acquainted with record reporting systems and how to develop and maintain financial oversight of their business.

ENT 225 - Entrepreneurial Experience

This course allows students to apply the procedures and techniques of owning and running a business first-hand. The student will acquire experience in a business field through job shadowing, an internship, a business simulation or a student start-up business.

MGT 212 - Principles of Management

The course examines the systemized body of management principles including planning, organizing, staffing, directing and controlling. Students explore strategies to deal with internal and external environmental forces.

MKT 212 - Principles of Marketing

The course presents basic marketing principles that affect both consumer and business markets including marketing mix, pricing techniques, the effect of supply and demand, channels of distribution, marketing research and government regulation.

ENT 285 - Business Plan Development

This course is the culmination of the Entrepreneurship Program. Students will prepare a professional, comprehensive business plan that will guide their business start-up and address capital funding. Students will present their business plan to community leaders.

Other Courses

CIS 107 - Intro to Computers & Applications

ENG 121 - English Composition

ENG 122 - Tech Writing & Communication

ENG 124 - Oral Communications

ACC 101 - Accounting I

MAT 153 - College Math and Statistics

ECO 111 - Macroeconomics

ECO 122 - Microeconomics

Electives (2)

How to Get Started – New Students

1. Obtain an application for admission. Call: (302) 856-5400, Ext. 6010 or visit www.dtcc.edu/allforms.
2. Request your high school, GED and/or college transcript be sent to Delaware Tech's Admissions Office.
3. Complete and submit the application for admission with a one-time nonrefundable \$10 check or money order payable to Delaware Technical & Community College.
4. Take the admission placement test which is scheduled by the College upon receipt of your application for admission.
5. Have an acceptance interview with a counselor after you have taken the placement test.
6. Meet with your program advisor to discuss curriculum and select courses for registration.