

**University of Arkansas – Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913–3649**  
**479–788–7000**

### **General Syllabus**

### **MGMT 3033 New Venture Creation**

Credit Hours: 3                      Lecture Hours: 3                      Laboratory Hours: 0

Prerequisites: Admission to the College of Business or consent of instructor for majors outside of the College of Business

Prerequisites or corequisites: MKTG 3013 Principles of Marketing Management, FIN 3713 Business Finance, and MGMT3523 Operations Management

Effective Catalog: 2018-2019

#### **I. Course Information**

##### **A. Catalog Description**

Focuses on entrepreneurship and new venture creation as an essential business function. Course materials address the needs of start-up businesses.

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Define entrepreneurship and discuss its role in a business start-up.
2. Reflect on entrepreneurship as a possible personal goal.
3. Identify and evaluate a business idea.
4. Develop a positioning strategy and competitive advantage.
5. Identify elements of and evaluate effective management teams.
6. Discuss and evaluate possible capital structures and forms of ownership used in start-up businesses.
7. Identify and assess sources of funding that are unique to new business ventures.

##### **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

##### **Analytical Skills**

**Critical Thinking Skills** - Students will analyze the business ideas to determine their viability and to determine the resources needed to start up new ventures.

### **Ethical Decision Making**

Students will be required to discuss the ethical and social responsibilities of proposed ventures.

### **III. Major Course Topics**

- A. The Entrepreneurial Mind for an Entrepreneurial Society
- B. The Opportunity
- C. The Founder and Team
- D. Financing Entrepreneurial Ventures
- E. Startup and Beyond