

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

**Prerequisite (s):** Admission to the business program or consent of instructor.

**Effective Catalog:** 2024-2025

**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.

**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