

Concurrent Enrollment Assessment Report Spring 2011

The Entrepreneurship major within the Department of Management at Wichita State University offers concurrent enrollment credit for ENTR 160 (Entrepreneurship), which is a General Education Introductory course. In this course students are introduced to the world of small business with considerable attention to elementary concepts of planning, financing, starting and managing a new business. The course objectives for 160 classes offered on campus as well as in local high schools are as follows:

- Analysis of personal strengths and weaknesses as they relate to launching an entrepreneurial career
- Overview: entrepreneur profile (traits and behaviors), planning the business, legal requirements
- Business Research: researching the market, industry analysis, competitive analysis, location/facilities
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