

MODULE DESCRIPTIONS

Module ENT1010: Challenge & Opportunity

Students identify, compare and assess a variety of venture opportunities and ideas, and investigate career paths and possibilities where enterprise and innovation are particularly important.

Module ENT1020: Planning a Venture

Students learn and apply the “venture planning process,” while planning a venture.

Module ENT2010: Analyzing Ventures

Students gather and analyze data to make informed decisions about the feasibility of ventures.

Module ENT2020: Financing Ventures

Students compare various sources of financing, and choose the method that is best for financing the venture.

Module ENT2030: Marketing the Venture

Students appraise various marketing strategies, and formulate a marketing strategy for a venture.

Module ENT2040: Implementing the Venture

Students implement and assess a venture.

Module ENT3010: Managing the Venture

Students develop management procedures for a venture.

Module ENT3020: Expanding the Venture

Students explore and assess the elements of success in expanding a venture.