ENT 4014
Venture Formation
100% Online Class

Instructor
Steve Budd, srbudd@usf.edu

Course Prerequisites
The course is open to any students who have completed ENT3003, or (MAN3025 AND ACG2021).

Course Description
The course integrates business principles with entrepreneurship and venture creation and will provide an overview of the basic concepts of entrepreneurship focusing on the nature, environment, and risks and rewards of new venture formation. Students will study the factors involved in starting and managing a small- to medium-sized business, and will develop real-world skills that will greatly increase the likelihood of success of their own entrepreneurial endeavors or for opportunities developed within an existing organization (“intrapreneurship”).

Course Goals and Objectives
Successful students in this course will be able to:

• screen ideas to determine whether a business concept is an opportunity worth pursuing or just another great idea;
• assess an opportunity’s market potential and competitive environment;
• understand sources of capital for start-up and early-stage companies;
• understand how passion, leadership, interdisciplinary team building, innovation, and competitive advantage contribute value to the new business;
• develop a business plan to pursue a new venture; and,
• identify resources that will help you develop and grow your business ideas.

About the Instructor
Mr. Budd is an Instructor with the USF Center for Entrepreneurship. He has significant experience as an instructor and practitioner in the areas of entrepreneurship; strategic and business planning; industry and market research; finance and financial modeling; and, identifying and assessing potential financing strategies and sources. While a general practitioner in entrepreneurship, his area of expertise is venture finance. In addition to teaching, he is active as a consultant and advisor to high-growth companies.

Additional Information
Please visit the Center for Entrepreneurship at www.ce.usf.edu for additional information regarding courses or the entrepreneurship minor available to all USF Tampa undergraduate students.