ENT 3003: Principles of Business in Entrepreneurship
100% Online Class

Instructor: Steve Budd, srbudd@usf.edu

Course Prerequisites
Principles is open to any undergraduate student with the exception of Business and Industrial Engineering Majors. If you receive a “restriction error” when registering for this course, you may need a permit. Please visit USF Muma College of Business Advising for a permit and registration help. The webpage is http://www.usf.edu/business/undergraduate/advising/, or phone (813) 974-4290.

Course Description
This course is an introduction to entrepreneurship principles and is designed for non-business majors who have no formal training in financial management or accounting. It focuses on the principles of business and entrepreneurship with inclusion of basic finance and accounting techniques. It will help students to develop an understanding of entrepreneurship in both for-profit and socially-aware settings and provide students with a set of accounting and financial skills that can be applied to a variety of business settings.

Course Goals and Objectives
Successful students in this course will be able to:
1. understand the business mindset;
2. develop a basic understanding of management principles;
3. develop a basic understanding of accounting principles;
4. develop a basic understanding of financial management skills; and,
5. develop a basic understanding of marketing and sales.

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. 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.usf.edu/entrepreneurship for additional information regarding courses or the entrepreneurship minor available to all USF Tampa undergraduate students.