**ENT 4014: Venture Formation**  
**100% Online Class**

**Instructor:**  Steve Budd, srbudd@usf.edu

**Course Prerequisites**  
Venture Formation is open to all students who have taken the Principles of Business in Entrepreneurship course (ENT3003), or any student who has completed MAN3025 AND ACG2021. 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. Their phone number is (813) 974-4290, or the webpage is http://www.usf.edu/business/undergraduate/advising/

**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. 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.