Financing your Start-up or Small Business
Learn how to determine objectives, define successful outcomes, assess costs and benefits, and gain the technical knowledge needed to convert an idea into a tangible product.
TWA
Course: ENT016 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 37394 8 Sessions T R 3/8-4/5 6-9 p.m.
No class 3/17

How to Efficiently Run Your Start-up!
Learn what considerations, involvement, internal and external factors affect small business management activities; students will deliver a business idea pitch. TWA
Course: ENT015 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 37395 8 Sessions T R 2/8-3/3 6-9 p.m.

Intro to Entrepreneurship: Customer Discovery
Explore the life cycle of a business and gain competencies in business development and strategic planning along with foundational documents to move you forward to becoming a successful entrepreneur. Harvard Business Case Study purchases required, two per course; Instructor will provide instructions at first class. TWA
Course: ENT018 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 37392 8 Sessions T R 1/11-2/3 6-9 p.m.

Marketing and Communicating Your Start-up and Small Business
You will learn how to develop marketing strategies and tools for startups, employ marketing tools to amplify profile of startup, and create communication functions to design customer feedback channels. TWA
Course: ENT017 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 37393 8 Sessions T R 4/7-5/3 6-9 p.m.

TWA—Tuition waiver applies; Seniors pay fee only
NMR—Non Maryland Resident Fee
T—Tuesday
R—Thursday

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