WILMINGTON UNIVERSITY
COLLEGE OF HEALTH PROFESSIONS
BASIC COURSE INFORMATION

COURSE TITLE: ENTERPRENEURSHIP FOR NURSES

COURSE NUMBER: MSN 7330

I. COURSE OBJECTIVES:

This course will provide the students with the knowledge and skills to:

1. Discuss the components of business plans v. operational plans.
2. Analyze key concepts related to consultative selling.
3. Develop an action plan for business development.
4. Analyze the qualities and attributes of entrepreneurs.
5. Evaluate the merits of various business entities.
6. Evaluate the opportunities for financial support for consulting businesses.
7. Develop a marketing philosophy.

II. SUPPLEMENTAL OBJECTIVES:

1. Discuss the components of a business plan v. operational plan.
   Define the role of business plans in developing an overall direction for the business.
   Discuss the development of 90 days operational plans with measurable goals to define and implement the business plan.

2. Analyze key concepts related to consultative selling.
   Discuss social styles and identify strengths and weaknesses. Learn role shifting, pacing, verbal and non-verbal selling techniques. Role-play selling opportunities.

3. Develop an action plan for business development.
   Discuss implementation steps in business development.
   Demonstrate resources required for business development.
   Develop a 90-day operational plan for first quarter business management.
4. Analyze the qualities and attributes of entrepreneurs.
   Identify past and present entrepreneurs to study their strategies, personal and business attributes.
   Investigate transferable skills within the student’s skill set that promote entrepreneurship.
   Develop a list of successes and failures of entrepreneurial businesses.
   Study components of successes and failures to identify entrepreneurial strengths and weaknesses.

5. Evaluate the merits of various business entities.
   Discuss the types of business entities, tax burdens related to business entities
   Explore the legal liabilities related to different types of business entities.
   Determine the steps required to develop different business entities
   Identify professionals required for each business entity.

6. Evaluate the opportunities for financial support for consulting businesses.
   Identify possible sources of funding for business development.
   Develop a cash flow and budget projections.
   Incorporate cash flow projections into a business plan for review by funding sources.

7. Develop a marketing philosophy.
   Identify marketing opportunities, including low cost or no cost marketing materials.
   Explore the benefits and opportunities in the industry for networking.
   Develop a global strategy for networking and consultative selling.

2/9/11

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