

Directory of L.V. Colleges, Universities & Technical Institutions

The following is a Directory for Lehigh Valley colleges, universities as well as the Lehigh Career & Technical Institute. Some schools provided us with course descriptions for their Entrepreneurial programs. This can be found immediately below the school URL.

Cedar Crest
College

100 College Drive

Allentown, PA
18104

Phone: 610-282-1100

www.cedarcrest.edu

DeSales University

2755
Station Avenue

Center
Valley, PA 18034

Phone:
610-282-1100

www.desales.edu

Certificate in Entrepreneurship Requirements:

AB217 Financial Accounting
MG201
Principles of Management
MG310 New
Ventures
MK201
Principles of Marketing
MK355
Electronic Marketing
One Elective
course in Marketing or Management

AB217 Financial Accounting

Introduction to the concepts and practices of reporting financial information by business entities, including financial position, income, and cash flows. Particular emphasis is given to the effect of economic events on the primary financial statements.

MG201 Principles of Management

Focuses on the planning and decision making responsibilities of managers, including functions such as organizing, directing, controlling and human resource development. A history of management theory as well as ethical problems and social responsibility of managers and organizations are included.

MG310 - New Ventures, Inc.

Examination of starting a new venture: selecting promising ideas, initiating enterprises, exploiting opportunities, obtaining initial financing, legal considerations, market analysis, financial forecasting and organization structure. Through case studies and guest speakers, students will learn how venture capitalists and angel investors evaluate business opportunities. Intrapreneurialship and starting a nonprofit business will be covered. Prerequisites: AB217, MG 201, and MK 201.

MK201 Principles of Marketing

An introduction to the activities and decisions involved in the exchange of goods, services, or ideas from manufacturer/provider to the consumer. The marketing functions and concepts of market research, product planning, buyer behavior, advertising and selling, and pricing are a few of the topics covered. Basic analytical and decision making skills will be developed.

MK355 - Electronic Marketing

A course that investigates the value of electronic marketing resources and ways to integrate these tools into each stage of the marketing process. Topics to be explored include: the Internet and its role in electronic marketing, effective database management, execution of online channels and communication strategies, and consumer behavior and marketing research in relation to electronic marketing strategy.

LaFayette College

17
Watson Hall

Easton, PA
18040

Phone:
610-330-5000

www.lafayette.edu

Lehigh Carbon
Community College

4525 Education Park
Drive

Schnecksville, PA
18078

Phone:
610-799-2121

www.lccc.edu

BSN-405: Starting Your Business

Do you have questions about starting a

business? Learn about small business loans, legal requirements, marketing, and hiring competent employees.

Experts share knowledge and answer questions. Instructor assists you in meeting individual needs.

BSN-411: Create a Successful Business Plan

Turn your business ideas into a solid plan for financing and long-term success. Committing your idea to paper in the form of a business plan not only increases your chances of obtaining financing, but also in keeping your business strategically focused. With the support of your instructor and a network of like-minded students, you'll work through all of the major components of a business plan and emerge with your first draft in hand. And most importantly, you will have completed the first--and most difficult--step on the path to small business success.

Lehigh Career & Technical Institute

4500 Education Park
Drive

Schnecksville, PA
18078

Phone:
610-799-2300

www.lcti.org

Lehigh University

27 Memorial Drive

Bethlehem, PA
18015

Phone:
610-758-3000

www.lehigh.edu

Moravian College

1200 Main Street

Bethlehem, PA
18015

Phone:
610-861-1300

www.moravian.edu

Muhlenberg College

2400 Chew Street

Allentown, PA
18104

Phone:
610-664-3100

www.muhenberg.edu

[watch video here!](#)

Small Business Management Course:

Offered

Monday and Wednesday evenings from May 20 through July 1 through Muhlenberg Summer Study. Description: This course is designed to answer the "now what?" questions that face entrepreneurs once a new venture is launched.

Issues include cash management, human resource issues, legal and regulatory concerns, ethical issues, operations, control of growth, distribution and sales and successful exit strategies. Contact The Wescoe School of Muhlenberg College for more information: 484-664-3300, wescoe@muhenberg.edu or www.muhenberg.edu/wescoe.

Northampton Community
College

3835 Green Pond Road

Bethlehem, PA
18017

Phone:
610-861-5300

www.northampton.edu

Pennsylvania State
University

Lehigh Valley Campus

8380 Mohr Lane

Fogelsville, PA
19601

Phone:
610-396-6000

www.psu.edu