ENTREPRENEURSHIP (ENTR)

ENTR 110 CREATIVITY AND IDEA DEVELOPMENT (3)
Focuses on creativity and thinking creatively. Topics include developing creative abilities, opportunity recognition, creating a new product/service, and pitches for the new product/service. Prerequisite: minor standing or department permission.

ENTR 120 ENTREPRENEURIAL PROCESS (3)
Distinctive knowledge, skills, strategies, and structures, required for entrepreneurial ventures, including analyses of business, societal, personal, and interpersonal issues. Students will gain insights of the entrepreneurial process through direct investigation of real-world entrepreneurs. GenEd II.B.3.

ENTR 215 START-UP BASICS FOR NON-BUSINESS MAJORS (3)
Introduces students to important business concepts that will help them to run a business. Helps to prepare non-business major students with knowledge and skills needed for upper level courses in entrepreneurship. Topics covered include economics, understanding business financial measures, types of financing available to entrepreneurs and data analyses.

ENTR 345 ENTREPRENEURSHIP AND SOCIETY (3)
Entrepreneurship and the creation of new ventures continue to have an amazing impact on economies and societies. Discover why and how this is happening by examining how entrepreneurship has evolved, by historical examples in multiple cultures, and how the past shapes entrepreneurship today. Prerequisites: ENTR 355.

ENTR 355 ENTREPRENEURSHIP FOUNDATIONS AND PATHWAYS (3)
Focuses on developing a business plan for a successful new venture. Topics include opportunity evaluation, feasibility analysis, creating persuasive pitches for the business idea, competitive analysis, profiling the target market, developing financial forecasts and presentation of a business plan in a competitive style format. Prerequisite: ENTR 355.

ENTR 402 FAMILY BUSINESS MANAGEMENT (3)
Distinctive strategies, structures, and skills required to lead closely-held family firms through change and growth. The agency relationship between ownership and management has specific dynamics and strategic challenges when facing change and growth. Prerequisites: ENTR 355; major in ACCT, BUAD, EBUS, or ECON, or minor in ENTR; junior or senior standing.

ENTR 403 INTERNATIONAL ENTREPRENEURSHIP (3)
Focuses on expanding the students' knowledge of entrepreneurship by applying it in an international context. Students will be exposed to the processes and challenges associated with a business entering foreign markets. Students will learn to identify the differences between domestic and international entrepreneurship, identify and evaluate the opportunities for international ventures, develop a persuasive business plan pertaining not only to foreign market entry or international entrepreneurship, but also to born-globals and international corporate venturing. Through working through real business problems, students will develop the skills necessary to implement appropriate marketing/ R&D/innovation strategies for international entrepreneurial success. The course also addresses various topics related to the broader field of entrepreneurship, such as international consulting, as well as managing a family business in the process of internationalization. Prerequisites: major in ACCT, BUAD, EBUS, or ECON; minor in ENTR; junior or senior standing.

ENTR 410 BUSINESS PLAN COMPETITION (3)
Focuses on developing a business plan for a successful new venture. Topics include opportunity evaluation, feasibility analysis, creating persuasive pitches for the business idea, competitive analysis, profiling the target market, developing financial forecasts and presentation of a business plan in a competitive style format. Prerequisite: ENTR 355.

ENTR 470 SPECIAL TOPICS (3)
Course content varies with each topic. In-depth study of contemporary business issues and how they affect current entrepreneurship practices. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisites: BUAD major or ENTR minor; sophomore/junior/senior standing.

ENTR 498 ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT (3)
Provides students the opportunity to apply concepts, research techniques, analytical thinking, report writing, and negotiation skills. The course is case-based in which the students will consider problems from the perspective of entrepreneurs, small business managers and consultants. The cases, based on actual organizations, will contain complex problems relevant to entrepreneurship. Prerequisites: ENTR 355; major in BUAD or minor in ENTR; senior standing.