

ENTREPRENEURSHIP (ENTR)

Courses

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. Prerequisites: BUAD major or ENTR minor.

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. Prerequisite: ENTR Minor.

ENTR 305 DESIGN THINKING FOR INNOVATIVE PROBLEM SOLVING (3)

Focuses on human-centered design tools and techniques used by successful entrepreneurs to create innovative products and services. Topics include connecting insights to inspiration, identifying opportunities, building empathy for people designed for, and pursuing actions to bring solutions to market. Prerequisites: BUAD major or ENTR Minor or ENTR Certificate.

ENTR 310 WILL YOUR BUSINESS WORK? (3)

Understand how to identify and assess new venture opportunities. Overview of the entrepreneurial process that addresses the issues, decisions, and problems that entrepreneurs face while creating or managing new or small enterprises. This course covers topics such as financial measures, types of financing available and data analyses. Prerequisite: BUAD major or ENTR minor or ENTR certificate.

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: BUAD major or ENTR minor; junior standing.

ENTR 355 ENTREPRENEURSHIP FOUNDATIONS AND PATHWAYS (3)

Introduces the entrepreneurial process including a focus on the identification and evaluation of opportunities. Discusses the importance of innovation, creating a business concept and business models. Develop business ideas and evaluate them for potential formation of a new venture. Prerequisite: open to undergraduate students only.

ENTR 380 SOCIAL ENTREPRENEURSHIP (3)

Interest in Social Entrepreneurship (SE) has been growing both domestically and internationally. Many people have a desire to make the world a better place and are utilizing SE to create mission-driven ventures. Social entrepreneurs expand the role of entrepreneurship beyond mere innovation and profit. This course helps students understand how SE uses traditional entrepreneurship practices of innovation, adaptability and opportunity exploration to address social needs. Prerequisite: BUAD major or ENTR minor.

ENTR 401 CONSULTING WORKSHOP (3)

Series of modules that addresses various aspects of the consulting experience and involves actual consulting interventions. Prerequisites: ENTR 355; major in ACCT, BUAD, EBUS, or ECON; minor in ENTR; junior/senior standing.

ENTR 402 FAMILY BUSINESS MANAGEMENT (3)

Distinctive strategies, structures, and skills required to lead closely-held and 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/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/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. Prerequisites: ENTR 355; and BUAD major, ENTR minor or Certificate in Entrepreneurship.

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; sophomore standing or higher.