

ENTREPRENEURSHIP (ENTR)

ENTR 17001 START-UP ENTREPRENEURS 1 Credit Hour

This course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. Throughout the course, those who have transformed a simple idea into a sustainable success share the beliefs and behaviors that helped them build a thriving new entity. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.

Prerequisite: Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17001 towards their degree).

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

ENTR 17002 ENTREPRENEURIAL MINDSET 2 Credit Hours

This course engages students in the study of the fundamental aspects of the entrepreneurial mindset. The course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. The course next guides each student through the process of developing an entrepreneurial mindset. Finally, each student then uses the entrepreneurial mindset to recognize and evaluate opportunities in his or her own life, regardless of the student's chosen career path. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.

Prerequisite: Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17002 towards their degree).

Schedule Type: Lecture

Contact Hours: 2 lecture

Grade Mode: Standard Letter

ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours

The course examines the entrepreneurial process from idea to launch. Topics of study include the entrepreneurial mindset, attributes of successful entrepreneurs, trendspotting, opportunity recognition, innovation, defining problems and solutions, venture screening, risk assessment, risk tolerance, identification of resources and business planning. Additional focuses include sustainability, how to differentiate products and services to the market and how to turn opportunities into viable businesses. The course is delivered using a multi-discipline approach.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: CTAG Entrepreneurship

ENTR 27192 BEGINNING PRACTICUM (ELR) 1-4 Credit Hours

(Repeatable for a maximum of 4 credit hours) This course offers the student a chance to explore the operations within an entrepreneurial venture through a real life consulting project. Students will work on a defined project for a small business or startup. Faculty and staff of the Center for Entrepreneurship and Business Innovation (CEBI) will be responsible for pairing students with projects. The time commitment for this course is approximately 50 hours per credit hour.

Prerequisite: ENTR 27056 with a minimum C grade.

Schedule Type: Practical Experience

Contact Hours: 1-4 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP 1 Credit Hour

This course explores entrepreneurship using the experiences of a broad range of entrepreneurs. During the semester, a series of videos created by the Department of Marketing and Entrepreneurship's instructors, present entrepreneurs sharing their paths in establishing successful enterprises, including obstacles they encountered and missteps they made along the way. In addition, students will view videos of researchers who have studied entrepreneurship that provide additional insight into the patterns, realities and misconceptions associated with entrepreneurship and entrepreneurs

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1 lecture

Grade Mode: Standard Letter

ENTR 37040 ENTREPRENEURIAL TOOLS 3 Credit Hours

This course provides an overview of the analytical, decision-making, and communication skills students need to succeed in subsequent coursework and as an entrepreneur. Topics include financial analysis, strategic analysis, for-profit business decision-making and persuasive communications.

Prerequisite: ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 37045 SALES IN THE ENTREPRENEURIAL VENTURE 3 Credit Hours

This course focuses on the fundamentals of human persuasion and sales as they apply to the early stages of a new venture or start-up. Students will be introduced to the skills practiced by accomplished salespeople. These skills, grounded in understanding purchase decisions, will allow students to navigate the different steps of a sale. The course also addresses persuasion in the context of raising capital, establishing partnerships and recruiting and motivating employees. The importance of ethics and creativity throughout the entrepreneurial selling process is addressed as well.

Prerequisite: ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship Minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 37065 ENTREPRENEURIAL FINANCE 3 Credit Hours

This course exposes students to the core financial concepts relevant to entrepreneurial situations. Emphasis is given to: 1) the entrepreneur's personal finances and how entrepreneurs get paid, 2) sources of start-up business funding and the consequences associated with each of those options, 3) proper business set up, with focus on establishment of appropriate of financial and cash controls, 4) financial statement and profitability analysis, and the creation of projected financial statements, 5) bootstrapping and working capital management, 6) business decision-making based on financial analysis, 7) how to value and sell a business, and 8) proper transitioning for the business and the entrepreneur after the economic success or sale of a business.

Prerequisite: ECON 22060 and ENTR 27056; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 37070 SOCIAL ENTREPRENEURSHIP 3 Credit Hours

Social entrepreneurs create innovative solutions to solve challenging social and environmental issues affecting the world around them. In this course, students will learn how to lead and manage charities, non-government organizations, social oriented enterprises and not for profit organizations. Students will apply entrepreneurial business and innovative skills to effectively tackle global issues impacting society.

Prerequisite: ENTR 27056.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 37075 ENTREPRENEURIAL MARKETING 3 Credit Hours

Application of marketing concepts to entrepreneurial situations. Emphasis is given to market segmentation and analysis, product and service positioning and market-oriented firm development.

Prerequisite: ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 37080 NEW VENTURE CREATION (WIC) 3 Credit Hours

During this writing and research-intensive course, students will create a feasibility analysis and business plan that will improve the likelihood of new venture success. Topics addressed include: how to define an offering, SWOT & competitive analysis, industry analysis, marketing strategy, operational planning (personnel, inventory, supply chain and location), sales forecasting, financial planning (e.g., proformas, insurance and taxes), strategies for effective partnering with vendors and the identification of key managerial and human resource challenges that a new venture will face. Students will create an action plan for the first 120 days of a business that can be executed in the Entrepreneurial Experience I and II capstone courses.

Prerequisite: ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37065 or FIN 36053; minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.000 overall GPA; and Entrepreneurship major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

ENTR 37192 ADVANCED PRACTICUM (ELR) 1-4 Credit Hours

(Repeatable for a total of 4 credit hours) This course offers the student a chance to explore and apply their organizational leadership, teamwork, communication, critical thinking and problem solving skills in an entrepreneurial setting by providing a real life consulting experience. In this practicum, students will be responsible for defining and managing their projects, working with clients lined up through the faculty member and the Center for Entrepreneurship and Business Innovation. The time commitment for this course is approximately 50 hours per credit hour.

Prerequisite: ENTR 27056 and ENTR 37075; and ENTR 37040 with a minimum C grade; and minimum 2.000 overall GPA; and Entrepreneurship major or minor.

Schedule Type: Practical Experience

Contact Hours: 1-4 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

ENTR 37195 SPECIAL TOPICS IN ENTREPRENEURSHIP I 1-4 Credit Hours

(Repeatable for credit) Special topics course offered on an irregular basis. Topics differ and faculty are involved each time the course is offered. Specific topics may need to request special approval to register the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-4 lecture

Grade Mode: Standard Letter

ENTR 45096 INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP 1-3 Credit Hours

(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior entrepreneurship major.

Prerequisite: Special approval.

Schedule Type: Individual Investigation

Contact Hours: 1-3 other

Grade Mode: Standard Letter

ENTR 47045 ENTREPRENEURIAL LEADERSHIP 3 Credit Hours

Application of business start-up and leadership concepts to entrepreneurial situations.

Prerequisite: ENTR 47049 with a minimum B grade; and Entrepreneurship major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 47047 STRATEGIC DILEMMAS IN ENTREPRENEURSHIP 3 Credit Hours

Every entrepreneurial challenge requires making a choice. Most of these choices have strategic consequences for the entrepreneur, their ventures, as well as for co-founders, employees, investors and potential acquirers. Students work in groups to tackle a challenge of their interest. They participate in the cycle of inspiration, ideation and experimentation and learn about common entrepreneurial dilemmas around when to start, with whom, what and how. The topics covered include timing of entrepreneurial entry, type of entry, family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas and exit choices.

Prerequisite: ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor; and junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 47048 ENTREPRENEURIAL EXPERIENCE I (ELR) 3 Credit Hours

First of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Students in this course will utilize a plan they developed in New Venture Creation, ENTR 37080, or create a new business plan. Activities may include identifying market needs, researching financial viability of the business venture to meet that need, marshaling the resources to launch a business and launching the business.

Prerequisite: Minimum C grade in ENTR 37080 and minimum 2.000 overall GPA; and Entrepreneurship major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

ENTR 47049 ENTREPRENEURIAL EXPERIENCE II 3 Credit Hours

Second of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Activities include growing the business started during Entrepreneurial Experience I, meeting all operational requirements of the business, evaluating the business, and determining whether to continue the business or shut it down upon completion of the course.

Prerequisite: ENTR 47048; and minimum 2.000 overall GPA; and Entrepreneurship major and minor.

Schedule Type: Laboratory

Contact Hours: 3 lab

Grade Mode: Standard Letter

ENTR 47070 NEW ENTERPRISE FORMATION 3 Credit Hours

This course will develop the student's ability to analyze, plan and implement a new venture. This course is both an experiential and "how to" course. Students will perform research to evaluate the viability of identified business opportunities by understanding the key industry factors, market and competitive factors and customer needs that affect those opportunities. Students will develop personal entrepreneurial capacity in the field or industry in which their business will operate. Students will do a feasibility analysis and develop a business canvas model that will result in a flexible business plan. Entrepreneurship majors will not receive credit for this course.

Prerequisite: Minimum C grade in ENG 21011 and ENTR 37040; and ENTR 27056 and ENTR 37065; and minimum 2.250 overall GPA; and non-Entrepreneurship majors only.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 47091 SEMINAR IN ENTREPRENEURSHIP 3 Credit Hours

(Repeatable for credit) Current topics in entrepreneurship.

Entrepreneurship majors will not receive credit for this course. Not open to Entrepreneurship majors.

Prerequisite: ENTR 27056; and student in the College of Business Administration; and junior or senior standing.

Schedule Type: Seminar

Contact Hours: 3 other

Grade Mode: Standard Letter

ENTR 47189 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (ELR) 3 Credit Hours

The student will gain firsthand exposure to international businesses and organizations generally relating to business, and specifically relating to entrepreneurship. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

Prerequisite: ENTR 27056; and Entrepreneurship major or minor; and special approval.

Schedule Type: International Experience

Contact Hours: 9 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

ENTR 47195 SPECIAL TOPICS IN ENTREPRENEURSHIP II 1-4 Credit Hours

(Repeatable for credit) Special topics course offered on an irregular basis; different topics and faculty involved each time the course is offered.

Specific topics may need to request special approval to register for the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-4 lecture

Grade Mode: Standard Letter

ENTR 47292 ENTREPRENEURIAL INTERNSHIP (ELR) 3 Credit Hours

Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

Prerequisite: Minimum 2.000 overall GPA; and Entrepreneurship major; and special approval.

Schedule Type: Practical Experience

Contact Hours: 9 other

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

ENTR 65051 TECHNOLOGY COMMERCIALIZATION 3 Credit Hours

This course is designed to teach students how to evaluate opportunities for technology commercialization and how to apply the steps required in order take a technological innovation to the marketplace.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter