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 credit for both ENTR 17001 and ENTR 17002 towards their degree.

Prerequisite: non-entrepreneurship (ENTR) majors only.
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 credit for both ENTR 17001 and ENTR 17002 towards their degree.

Prerequisite: non-entrepreneurship (ENTR) majors only.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours
The study of the entrepreneurial process from conception to birth of a new venture. This includes attributes of successful entrepreneurs, opportunity recognition, innovation, venture screening, risk assessment, risk tolerance, identification of resources and business planning to learn how to turn opportunities into viable business.

Prerequisite: none.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

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: minimum C (2.000) grade in ENTR 27056.
Schedule Type: Practicum or Internship
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP 1 Credit Hour
Explores entrepreneurship based upon the experiences of a broad range of entrepreneurs. During the semester, at least eight entrepreneurs will share their paths in establishing a successful enterprise, including some of the obstacles and missteps they made along the way. This course is also offered in an online format.

Prerequisite: none.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

ENTR 37040 ENTREPRENEURIAL TOOLS 3 Credit Hours
Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as an entrepreneur. Topics include strategic analysis, financial analysis, case analysis, decision-making, and persuasive communications. Incorporates professional development skills and opportunities.

Prerequisite: entrepreneurship (ENTR) major or minor; and minimum C grade in ENTR 27056; and minimum cumulative 2.25 GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37045 SALES IN THE ENTREPRENEURIAL VENTURE 3 Credit Hours
Selling and the management of the sales force in the entrepreneurial environment. Special focus is given to enhancing students’ selling skills and background in developing an effective sales force for an entrepreneurial organization.

Prerequisite: ENTR 27056; and minimum cumulative GPA of 2.25; and entrepreneurship (ENTR) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37065 ENTREPRENEURIAL FINANCE 3 Credit Hours
Students are introduced to the key elements of finances in an entrepreneurial environment. The course is a mix of strategy and operating considerations for early stage businesses. Concepts that are taught include sources of capital, the economic ecosystem, core and adjacency strategies, strategy pivots, customer value creation and switching costs, pricing models, operating costs, cash flow planning, revenue forecasts and financial projections, private and public company analysis, and franchise evaluation. At the end of the course students should be able to think critically about business and make critical strategic evaluations during the course of a business lifecycle.

Prerequisite: ACCT 23020; and ECON 22060; and ENTR 27056; and minimum cumulative GPA of 2.25; and entrepreneurship (ENTR) major or minor.
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 cumulative GPA of 2.25; and entrepreneurship (ENTR) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ENTR 37080 NEW VENTURE CREATION (WIC) 3 Credit Hours
The process of formulating, planning and implementing a new venture. Apply the skills learned in the functional areas toward the goal of starting a business. Exposure to detailed descriptions of "how to" embark on a new venture in a logical manner.
Prerequisite: ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37065 or FIN 36053; entrepreneurship (ENTR) major or minor; and minimum GPA of 2.25; minimum C grade in ENG 21011, COMM 15000 and MATH 11010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

ENTR 47047 STRATEGIC DILEMMAS IN ENTREPRENEURSHIP 3 Credit Hours
Examines early challenges with strategic consequences faced by the entrepreneur. The topics covered include the timing of entrepreneurial entry, the type of entry (startup vs. franchise vs. acquisition), family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas, exit choices and other dilemmas that have long-term consequences for entrepreneurs, their ventures, as well as for co-founders, employees, investors, and potential acquirers. The course heavily relies on case studies as a primary means of dilemma analysis.
Prerequisite: a minimum C (2.000) grade in ENTR 27056; junior or senior standing; and entrepreneurship (ENTR) major or minor; and minimum cumulative 2.25 GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37049 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 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: entrepreneurship (ENTR) major; and minimum cumulative 2.250 GPA; and minimum C grade in ENG 21011, ENTR 37080, COMM 15000 and MATH 11010.
Schedule Type: Laboratory
Contact Hours: 3 lab
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47091 SEMINAR IN ENTREPRENEURSHIP 3 Credit Hours
Examinations early challenges with strategic consequences faced by the entrepreneur. The topics covered include the timing of entrepreneurial entry, the type of entry (startup vs. franchise vs. acquisition), family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas, exit choices and other dilemmas that have long-term consequences for entrepreneurs, their ventures, as well as for co-founders, employees, investors, and potential acquirers. The course heavily relies on case studies as a primary means of dilemma analysis.
Prerequisite: a minimum C (2.000) grade in ENTR 27056; junior or senior standing; and entrepreneurship (ENTR) major or minor; and minimum cumulative 2.25 GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
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.
Prerequisite: ENTR 27056; and minimum cumulative GPA of 2.25.
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 cumulative GPA of 2.250; and entrepreneurship (ENTR) major; and special approval.
Schedule Type: Practicum or Internship
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