

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 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: 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

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: ENTR 27056 with a minimum C grade; minimum 2.25 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

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 2.25 overall GPA; and Entrepreneurship 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: ECON 22060 and ENTR 27056; minimum 2.25 overall GPA; and Entrepreneurship major or 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 2.25 overall GPA; and

Entrepreneurship 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; minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.25 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 2.25 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; different topics and faculty involved each time the course is offered.

Prerequisite: ENTR 27056; and minimum 2.25 overall GPA.

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. Emphasis is given to mentoring and coaching students in ENTR 27065 or ENTR 27075.

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

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: ENTR 27056 with a minimum C grade; minimum 2.25 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 ENG 21011, ENTR 37080, COMM 15000 and MATH 11010; and minimum 2.250 overall GPA; and Entrepreneurship major.

Schedule Type: Laboratory

Contact Hours: 3 lab

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 2.250 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 47187 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP 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: Field Experience

Contact Hours: 9 other

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 2.25 overall GPA.

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 2.250 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