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 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 a minimum C (2.000) grade in ENTR 37040; and minimum cumulative GPA of 2.25; and entrepreneurship (ENTR) major or minor.
Schedule Type: Practicum or Internship
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 cumulative GPA of 2.25.
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 27075 with a grade of B (3.0) or better; and entrepreneurship (ENTR) 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: 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 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: 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 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 entrepreneurship (ENTR) major and minor; and minimum cumulative 2.25 GPA.
Schedule Type: Laboratory
Contact Hours: 3 lab
Grade Mode: Standard Letter

ENTR 47091  SEMINAR IN ENTREPRENEURSHIP  3 Credit Hours
Experiential learning requirement.
Prerequisite: ENTR 47048; and entrepreneurship (ENTR) major and minor; and minimum cumulative 2.25 GPA.
Schedule Type: Seminar
Contact Hours: 3 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 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 to take a technological innovation to the marketplace.
Prerequisite: graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter