

Entrepreneurship (ENTR)

Courses

ENTR 101. Introduction to Entrepreneurship. 3 Credits.

ENTR 101 is an introductory course structured to provide a firm basis as to the critical role entrepreneurs and entrepreneurship plays in the global economy. Entrepreneurship will be analyzed, debated, assessed, and explored experientially throughout the semester from an interdisciplinary perspective. Entrepreneurship will be viewed as a manageable process and way of thinking, acting, and behaving applicable not only to business endeavors, but to everyday problems existing in the workplace and society. F,S.

ENTR 260. Digital Technology for Entrepreneurs. 3 Credits.

All new ventures utilize digital technology. Even the most basic enterprise is dependent upon digital technology to function efficiently and effectively. You will explore and learn some of the common digital technologies that assist with entrepreneurial thinking. We will also play with technologies that form the basis of new digital ideas, products and services. On demand.

ENTR 290. Entrepreneurial Opportunities and Concept Development. 3 Credits.

Every successful venture, big or small, started with a problem and an idea for a solution. Venture success is a measured combination of feasibility, viability, testing, and luck. Too many entrepreneurs, unfortunately, rely strictly on luck. This course will show you how to test your business idea through customer discovery and validation; business and revenue modeling; effectuation; and the ability to communicate all of your findings to stakeholders. Whether for-profit, not-for-profit, or an internal corporate project/venture, success or failure doesn't happen by accident. Learn the tools that give you the best chance to win. F,S.

ENTR 316. Entrepreneur Law & Operations. 3 Credits.

Starting your own venture? Do you know the legal hurdles you must leap? This is not a dry, legal lecture series. Learn entrepreneurship law hands-on! Experience relevant legal requirements as you form a real or simulated corporation/LLC, participate in mock owner disputes, draft contracts, hire employees, assume debt, sell equity, file for bankruptcy, franchise, and a host of other exciting activities! Who knew? Law doesn't have to be boring!. F.

ENTR 325. Psychology of Entrepreneurship. 3 Credits.

This course covers the psychological dimensions of entrepreneurship and entrepreneurial action, blending concepts of new venture behavior, and consumer psychology in the new venture context. Students will examine how psychological principles influence entrepreneurial decision-making, leadership styles, organizational dynamics, and consumer interactions. You will dive into the entrepreneurial process at your own stage of career development. The course will cover how entrepreneurs make decisions and manage risk and uncertainty as well as the role of affect and emotion for themselves and their stakeholders. You will learn what motivates entrepreneurs, including yourself, and what defines success for entrepreneurs in terms of outcomes such as wealth creation, social impact, and wellbeing. Further, you will learn how you may effectively lead as well as work in teams on entrepreneurial initiatives. This course will require self-reflection and building various skills that grow your entrepreneurial competencies. The course examines the psychological underpinnings of the entrepreneurial process and entrepreneurial actions within both new and established organizations. F, odd years.

ENTR 333. New Product Development. 3 Credits.

The recognition, discovery and creation of new product/service opportunities is a critical component of the entrepreneurial process. From the inception of the automobile to Facebook, finding the right opportunity can help create products and organizations that can have profound impacts on industries, customers and society at large. Therefore, the goal of the course is to create a product/service development lab, to help participants explore different techniques and perspectives on finding new products/services and bringing them to market. On demand.

ENTR 340. Social Entrepreneurship. 3 Credits.

Social entrepreneurship utilizes an entrepreneurial mindset to build innovative ventures that address social, environmental, and economic needs and concerns. This course explores ways for individuals to apply social entrepreneurship/intrapreneurship to drive social change and make a social impact in a wide variety of industries while also generating financial returns. Students will learn about the opportunities and challenges of various forms of social enterprises and will have opportunities to interact with social entrepreneurs and learn from their experience. The course will address both economic and social impact from the perspective of a "triple bottom line" approach to business. The class will have the opportunity to do collaborative work on social entrepreneurship endeavors. Students will develop practical skills and build entrepreneurial competencies through case studies, group projects, and engagement with real-world social entrepreneurs. Interdisciplinary by nature, social entrepreneurship is designed for students throughout the university who are passionate about making a difference and a social impact. S, odd years.

ENTR 375. Small and Family Business. 3 Credits.

Small business is an economic driver and contributes to new jobs and economic growth development. Family-owned businesses often outperform non-family owned businesses. This course will cover venture planning and operations in this important context, small and family businesses. Prerequisite: ENTR 101. S.

ENTR 386. Financials for Entrepreneurs. 3 Credits.

This course will review key financing concepts to give entrepreneurs and aspiring entrepreneurs a guide to securing funding. Students will develop the skills necessary to complete the financial section of a business plan. Concepts that are taught include sources of capital, the economic ecosystem, core and adjacency strategies, lean startups and 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. F,S.

ENTR 388. Entrepreneurship: The Money. 3 Credits.

You've figured out what you want to bring to the market, done all the analysis, written a bang-up proposal--now all you need is some funding. This is where you learn how to raise money for your venture. We explore internal/external capital generation (debt, equity, bootstrapping), the time value of money, cash flow management, venture valuation, and exit strategies. In a nutshell, you will learn about "money matters"--because money matters. Prerequisite: ENTR 386. On demand.

ENTR 395. Special Topics. 1-4 Credits.

Specially arranged seminars, courses, or independent study on a variety of topics not covered by regular program offerings. May be initiated by students with approval of the dean and department(s) involved. Repeatable to 9.00 credits. On demand.

ENTR 410. Marketing and Management Concepts for Entrepreneurship. 3 Credits.

Marketing and managing your startup--it's different from corporate management and marketing. This course is an introduction to the nature, significance and role of marketing and management in startup organizations. The primary objective is to explore the management and marketing functions from product/service conceptualization through the initial stages of startup growth sustainability. On demand.

ENTR 440. New Venture Strategy. 3 Credits.

This course develops an understanding of strategic and tactical decisions that balance the short-term survival and long-term viability and growth of the venture. These decisions include market and industry analysis, resource capabilities, planning for growth, sequencing of resource commitments, evaluating strategic partnerships, and building organizational capabilities. The course will integrate relevant knowledge from entrepreneurship, strategy, organizational theory disciplines. Prerequisite: ENTR 290 and ENTR 386. F, even years.

ENTR 450. Venture Implementation. 3 Credits.

Expanding on the idea which began in ENTR 290, a significant pivot, or an entirely new venture idea, ENTR 450 prepares the venture for launch. This course orchestrates the idea, people, business model, legal ramifications, and finances into a complete, executable venture plan. Emphasis will be placed not only on the startup phase of the venture, but the equally important post-startup. You will also learn how to communicate your plan to stakeholders and incorporate constructive feedback from experts. Prerequisite: ENTR 290 and ENTR 386. S.

ENTR 497. Entrepreneurship Practice. 3 Credits.

Practical experience with an entrepreneurial firm or comparable experiential learning. All ENTR 497 experiences must be pre-approved by the Entrepreneurship Practice Director prior to beginning the experience. Prerequisite: ENTR 290 and Department consent. Repeatable to 3.00 credits. S/U grading. F,S,SS.

ENTR 575. Special Topics. 3 Credits.

Specific topic will vary from offering to offering at the discretion of the department. Departmental permission will be required for enrollment. Course may be repeated once with topic change. Prerequisite: Departmental permission. Repeatable to 6.00 credits.

ENTR 580. Seminar in Social Entrepreneurship. 3 Credits.

Social Entrepreneurship is a rapidly growing, interdisciplinary area of interest that draws on entrepreneurial knowledge and skills to craft innovative businesses that address social needs. This course explores current trends in both the private and social sectors, which are creating space for innovation and opportunities for individuals to apply their business skills to drive positive and large scale social change. We will explore major opportunities and challenges presented by social enterprise through examining a variety of models ranging from social purpose to the creation of social ventures. Students will work in teams to conduct a feasibility study for a social entrepreneurship related project. Through the project, students will enhance and apply their understanding of business strategies and processes that enhance sustainability and social impact. These strategies can include launching revenue-generating enterprises, developing a marketing plan for an existing social enterprise, or creating strategic partnerships with the private sector. Students will also gain practical skills necessary to develop and manage a high-impact social venture. F, odd years.