

ENTREPRENEURSHIP (ENTP)

ENTP 311. ENTREPRENEURIAL BEHAVIOR AND THINKING. 4 Credits.

Pre-requisites: ENGL 201, MTHD 104 or equivalent, and sophomore standing.

The foundation course in entrepreneurship, this class introduces entrepreneurship as an approach to life and one's career. It examines the nature of entrepreneurship and the entrepreneur, and explores the role of entrepreneurship in society. The key focus is on entrepreneurship as a process anyone can master. An overview of factors that are key to entrepreneurial success and how to approach these issues is provided. Students in this course will also begin developing their portfolio.

ENTP 387. BUSINESS STARTUP RESEARCH. 4 Credits.

Pre-requisites: ENGL 201, MTHD 104 or equivalent, and sophomore standing.

Develop and practice three important research tools that allow entrepreneurs to discover, develop, and test their ideas for new ventures.

ENTP 388. LEARNING FROM OTHERS: ENTREPRENEURIAL CASE ANALYSIS. 4 Credits.

Pre-requisites: ENGL 201, MTHD 104 or equivalent, and sophomore standing.

Analyze and discuss businesses cases about real startups.

ENTP 389. BUSINESS FEASIBILITY: PLAN AND PITCH. 4 Credits.

Pre-requisites: ENGL 201, MTHD 104 or equivalent, and sophomore standing.

Learn to conduct feasibility analysis, write a short-form business plan, create and deliver an investment pitch.

ENTP 399. DIRECTED STUD. 1-5 Credits.

Directed Study.

ENTP 411. FINDING AND EVALUATING OPPORTUNITIES. 4 Credits.

Pre-requisites: ENTP 387, ENTP 388, ENTP 389.

Learn and practice skills that enhance the entrepreneur's chances of successful startup. This course examines the startup process from the perspective social skills needed by successful entrepreneurs. Students will learn about and practice telling great stories about a business, giving a powerful pitch, developing and communicating the value proposition of the business, and the process of conducting effective customer insight interviews.

ENTP 412. BUSINESS MODEL DESIGN. 4 Credits.

Pre-requisites: ENTP 387, ENTP 388, ENTP 389.

The business model is the engine that drives startup success. This course explores business model design and validation, while exploring ways to test the business model without spending unnecessary time, money and other resources. Additionally, this course will explore approaches that help prospective entrepreneurs dial in their business model rapidly while reducing startup risk and anxiety. This course will continue to build the student's Entrepreneurial Experience Portfolio.

ENTP 433. LEADERSHIP, INNOVATION AND SUSTAINABILITY. 4 Credits.

Cross-listed: CMST 433.

Notes: competent writing is necessary.

Pre-requisites: junior standing.

In this class we focus on both culture and technique that help organizations: stay on the cutting edge; plan and forecast to remain sustainable and viable; create an organizational culture that fosters optimum motivation; utilize personal creativity in the ideation process and nurture ideas.

ENTP 438. ENTREPRENEURIAL AND SMALL BUSINESS FINANCE. 4 Credits.

Cross-listed: FINC 438.

Pre-requisites: ENTP 387, ENTP 388, ENTP 389.

Cases, computer simulations, spreadsheets (Excel) and other analytical methods will be applied to issues in entrepreneurial finance. Specific topics will include sources and sequencing of financing as the business develops, assessing and forecasting financial needs and managing short and long-term capital, valuing the business from the entrepreneur's viewpoint as well as the investors' viewpoint. Students will examine venture capital markets, financing alternatives and harvesting the business.

ENTP 466. PUBLIC RELATIONS IN BUSINESS AND FOR ENTREPRENEURSHIP. 4 Credits.

Cross-listed: CMST 466.

Pre-requisites: junior standing.

This course is designed to help students and industry professionals gain valuable PR, marketing, branding and social media skills necessary for successfully launching and expanding businesses and entrepreneurial start-up companies. Students will learn the art and craft of public relations through the examination of real-world case studies and the development of strategic PR materials.

ENTP 487. DIGITAL ENTREPRENEURSHIP. 4 Credits.

Cross-listed: MISC 487.

Pre-requisites: MISC 311.

This course explores how e-commerce is emerging and evolving. Students learn those from aspects of entrepreneurship with cutting edge information technologies in the experiential learning setting.