

# ENTREPRENEURSHIP (ENTR)

## ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours

Course examines the entrepreneurial process from idea to launch. Topics of study include the entrepreneurial mindset, attributes of successful entrepreneurs, trendspotting, opportunity recognition, innovation, defining problems and solutions, venture screening, risk assessment, risk tolerance, identification of resources and business planning. Additional focuses include sustainability, how to differentiate products and services to the market and how to turn opportunities into viable businesses. The course is delivered using a multi-discipline approach.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** CTAG Entrepreneurship

## ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP 1 Credit Hour

This course explores entrepreneurship using the experiences of a broad range of entrepreneurs. During the semester, a series of videos created by the Department of Marketing and Entrepreneurship's instructors, present entrepreneurs sharing their paths in establishing successful enterprises, including obstacles they encountered and missteps they made along the way. In addition, students will view videos of researchers who have studied entrepreneurship that provide additional insight into the patterns, realities and misconceptions associated with entrepreneurship and entrepreneurs.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

## ENTR 37040 ENTREPRENEURIAL TOOLS 3 Credit Hours

This course provides an overview of the analytical, decision-making, and communication skills students need to succeed in subsequent coursework and as an entrepreneur. Topics include financial analysis, strategic analysis, for-profit business decision-making and persuasive communications.

**Prerequisite:** ENTR 27056 with a minimum C grade; minimum 2.000 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

This course focuses on the fundamentals of human persuasion and sales as they apply to the early stages of a new venture or start-up. Students will be introduced to the skills practiced by accomplished salespeople. These skills, grounded in understanding purchase decisions, will allow students to navigate the different steps of a sale. The course also addresses persuasion in the context of raising capital, establishing partnerships and recruiting and motivating employees. The importance of ethics and creativity throughout the entrepreneurial selling process is addressed as well.

**Prerequisite:** ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship Minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## ENTR 37065 ENTREPRENEURIAL FINANCE 3 Credit Hours

This course exposes students to the core financial concepts relevant to entrepreneurial situations. Emphasis is given to: 1) the entrepreneur's personal finances and how entrepreneurs get paid, 2) sources of start-up business funding and the consequences associated with each of those options, 3) proper business set up, with focus on establishment of appropriate of financial and cash controls, 4) financial statement and profitability analysis, and the creation of projected financial statements, 5) bootstrapping and working capital management, 6) business decision-making based on financial analysis, 7) how to value and sell a business, and 8) proper transitioning for the business and the entrepreneur after the economic success or sale of a business.

**Prerequisite:** ECON 22060 and ENTR 27056; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship 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 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37080 NEW VENTURE CREATION (WIC) 3 Credit Hours**

During this writing and research-intensive course, students will create a feasibility analysis and business plan that will improve the likelihood of new venture success. Topics addressed include: how to define an offering, SWOT & competitive analysis, industry analysis, marketing strategy, operational planning (personnel, inventory, supply chain and location), sales forecasting, financial planning (e.g., proformas, insurance and taxes), strategies for effective partnering with vendors and the identification of key managerial and human resource challenges that a new venture will face. Students will create an action plan for the first 120 days of a business that can be executed in the Entrepreneurial Experience I and II capstone courses.

**Prerequisite:** ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37065 or FIN 36053; minimum minimum 2.000 overall GPA; and Entrepreneurship major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**ENTR 37195 SPECIAL TOPICS IN ENTREPRENEURSHIP I 1-4 Credit Hours**

(Repeatable for credit) Special topics course offered on an irregular basis. Topics differ and faculty are involved each time the course is offered. Specific topics may need to request special approval to register the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**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 47047 STRATEGIC DILEMMAS IN ENTREPRENEURSHIP 3 Credit Hours**

Every entrepreneurial challenge requires making a choice. Most of these choices have strategic consequences for the entrepreneur, their ventures, as well as for co-founders, employees, investors and potential acquirers. Students work in groups to tackle a challenge of their interest. They participate in the cycle of inspiration, ideation and experimentation and learn about common entrepreneurial dilemmas around when to start, with whom, what and how. The topics covered include timing of entrepreneurial entry, type of entry, family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas and exit choices.

**Prerequisite:** ENTR 27056 with a minimum C grade; minimum 2.000 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 ENTR 37080 and minimum 2.000 overall GPA; and Entrepreneurship major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**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 2.000 overall GPA; and Entrepreneurship major and minor.

**Schedule Type:** Laboratory

**Contact Hours:** 3 lab

**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 47189 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (DIVG) (ELR) 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:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**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. Specific topics may need to request special approval to register for the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**ENTR 47289 INTERNATIONAL ENTREPRENEURSHIP: THE ITALIAN PERSPECTIVE (DIVG) (ELR) 3 Credit Hours**

Course explores the "Creative Entrepreneurial Business Model," particularly relevant in Italy and Mediterranean cultures, in comparison to international models. Students have the unique opportunity to analyze various entrepreneurial business models through conceptual frameworks, cases, guest speakers and site visits, contrasting them with prevalent U.S. models. The class emphasizes active learning, combining lectures, discussions, exercises, case analyses, site visits and presentations to provide a comprehensive understanding of entrepreneurial concepts in the context of international business excellence. This course is only offered in the Florence program.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**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 2.000 overall GPA; and Entrepreneurship major; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement