

# ENTREPRENEURIAL STUDIES (ENTR)

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## **ENTR 105 Essentials of Entrepreneurship 3**

The course challenges students to recognize, develop, and act upon their potential for creativity, innovation and entrepreneurship. By being introduced to systematic ways to more effectively find creative solutions to problems, students learn to innovate in their daily lives, and act in an entrepreneurial fashion. Entrepreneurship is approached as a mode of discerning and performing as well as outlook and an activity. Special attention is given to sustainable enterprises that serve society and business.

## **ENTR 205 Managing Entrepreneurial Enterprises 3**

This course is offered for students who, in the near term, aspire to the management and full or partial ownership of a new venture. We will explore how managers work successfully with inadequate financial resources and strike a balance between promoting the going concern and these limited resources. Students will examine the unique managerial challenges of family owned businesses and investigate the progression of the enterprise from the first generation entrepreneurial phase to succeeding generations. Prerequisite: Minimum grade of C in ENTR 205.

**Prerequisites:** ENTR-105; minimum grade C

## **ENTR 315 Entrepreneurial Sales & Marketing 3**

This course is an in-depth study of entrepreneurial marketing concepts and techniques. We will examine how start-ups and small to mid-sized organizations with distinct needs market within limited budgets. The course compares conventional marketing to "guerilla" marketing where hands-on, creative methods are key to survival. These unconventional marketing tactics also can serve to revitalize larger organizations. Classes focus on case discussions, guest speakers and a team project assignment. Prerequisite: Minimum grade of C in ENTR 205.

**Prerequisites:** ENTR-105; minimum grade C

## **ENTR 320 Social Entrepreneurship 3**

This course provides students with an introduction to the theory and practice of social entrepreneurship. Social entrepreneurship can be defined as the establishment and management of successful social mission-driven ventures. While for-profit organizational entrepreneurship has been studied extensively, the study of entrepreneurship for social gain is in its infancy. This course is designed to provide future nonprofit, for-profit, and government managers and leaders with practical knowledge about how to identify potential opportunities; develop skills for developing social entrepreneurship ideas and examining ways of measuring the success of the activity. Prerequisite: Minimum grade of C in ENTR 205.

**Prerequisites:** entr-205; minimum grade C

## **ENTR 360 Finance for Entrepreneurs 3**

This course describes how financial information is created and communicated, as well as how it is used for assessment, investigation, and appraisal. We will examine the foundational concepts of finance in a more application oriented approach, including financial statements, ratio analysis, dissimilarity between income and cash flow, budgeting, valuation and acquisition of capital. You will be taught how financial data is used to make decisions and to appraise a firm's performance and how to communicate the data to stakeholders and to evaluate whether that data ethically portrays the organization's current situation. Prerequisites: ACCT 107, 108; BUSA 221; ENTR 205, and senior standing.

## **ENTR 410 Entrepreneurial Negotiation and Sales 3**

This three-credit course will prepare students to use selling skills, tell powerful stories, manage the entrepreneurial sales process, and use the key tools required for success in selling their ideas to potential investors, channel partners, suppliers and potential customers. The biggest challenge to growing a successful entrepreneurial venture is selling and negotiating. Entrepreneurs must build a strong sales pipeline to ensure profitable growth as they tackle other pressing issues like staffing, infrastructure, and financing. Students will be given the opportunity to cultivate these skills experientially through simulations, role-playing, and case analysis. Prerequisite: Minimum grades of C in ENTR 205 and 315, and senior standing.

## **ENTR 415 Business Plan Development 3**

This course covers various aspects of financing an entrepreneurial venture. Major topics include attracting seed and growth capital from sources such as venture capitalists and the tasks, decisions, and knowledge that are required to turn an idea into a sound business opportunity. The course is organized around a project comprised of two phases: identifying a business opportunity; then evaluation and development of a detailed business plan for pursuing the opportunity. Among the issues discussed are valuing a company, going public, selling out, acquisitions, bankruptcy, different legal forms of organization, partnerships and taxes. Prerequisites: Minimum grade of C in ENTR 205, 360 and senior standing.

**Prerequisites:** Take ENTR-105 FINA-350; Minimum grade C

## **ENTR 495 Entrepreneurial Internship 3**

The internship provides an opportunity for students to apply entrepreneurship principles learned in the classroom to real-world consulting projects. This off-campus work experience may be full-time or part-time. Each credit hour of internship requires 40 hours of work experience. The student must provide his/her own transportation and file reports as defined in the syllabus. Prerequisite: Junior or senior standing and major in Entrepreneurial Studies.