Entrepreneurship (ENTR)

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ENTR 201 Introduction to Entrepreneurship (3 Credit Hours)
Introduces students to the process of innovation and how to think like an entrepreneur. Students will learn how new venture ideas are conceived, vetted & tested. Course knowledge & skills are presented through a combination of theory and application, preparing students to move to the next level of entrepreneurial studies.
Course equivalencies: MGMT381/ENTR310/ENTR201
Outcomes:
Students gain insight into the process of innovation & entrepreneurial mindset; Students can identify problems in the marketplace & translate these ideas into viable products & services

ENTR 311 Social Entrepreneurship (3 Credit Hours)
Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310
Explore how innovative solutions can address social issues and create sustainable impact. Learn to design, implement, and scale ventures that combine business principles with social change. Engage with case studies, develop entrepreneurial skills, and build a framework for launching ventures that contribute to societal well-being. An understanding of how to build and manage a successful social venture. This course satisfies the Engaged Learning requirement.
Outcomes:
An understanding of what is social entrepreneurship and how it differs from traditional entrepreneurship and non-profit organizations

ENTR 313 Entrepreneurship - Global Opportunity Scan (3 Credit Hours)
Pre- or co-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310
With the power of the Internet, entrepreneurs can quickly research, find, and reach new markets. However, successfully and profitably engaging in a global marketplace requires understanding conflicting and changing business dynamics, barriers to entry into the international arena, and challenging management practices.
Outcomes:
An understanding of the characteristics of international markets, including the critical challenges of global expansion and the barriers that exist; ability to apply the appropriate frameworks to scan for international business opportunities

ENTR 345 Entrepreneurial Marketing (3 Credit Hours)
Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310
This course will explore the whole marketing concept, starting with understanding the customer and how the customer changes over the product lifecycle. The course will then explore common marketing channels and sales methods entrepreneurs use and debate their effectiveness at each stage of business.
Outcomes:
Demonstrate an understanding of marketing of entrepreneurial ventures, the various channels and tactics entrepreneurs use to attract customers and changes over time, and product lifecycle management and customer engagement

ENTR 390 Entrepreneurship Strategies - Capstone (3 Credit Hours)
Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310
Students will understand how to build a product/service that is attractive to customers yet differentiates it from its competitors. The students will learn how to grow the venture using sales and marketing channels, strong team building, and the financial implications of their decisions. This course satisfies the Engaged Learning requirement.
Outcomes:
Demonstrate understanding of the importance of core business operational areas, how to launch and grow a new venture, and problem-solving and critical thinking skills through case analysis, experiential activities, and team-based project work

ENTR 395 Independent Study (1-3 Credit Hours)
Pre-requisites: Junior standing; Instructor and Dean permission
Independent Study is an in-depth research or reading project initiated by the student and jointly developed with a faculty member into a specialized area of entrepreneurship not otherwise covered by the department course offerings.
Outcomes:
Varies with topic

ENTR 399 Selected Topics in Entrepreneurship (3 Credit Hours)
Pre-requisites: Junior standing
Special Topics are scheduled classes offered on an ad hoc basis. Specific titles and content will vary.
Outcomes:
Varies with topic

ENTR 480 Recognizing Entrepreneurial Opportunities (3 Credit Hours)
This course will focus on the very early stages of the entrepreneurial process. We will discuss how new opportunities are discovered and how societal value is created throughout this process. In its approach, the course will be based on classic theoretical readings, the insights of economics, strategic management, organizational studies, psychology and cognitive science.
Course equivalencies: X-ENTR 480/MGMT 480
Outcomes:
Apply analytical and critical thinking skills to identify untapped entrepreneurial opportunities

ENTR 481 Entrepreneurship (3 Credit Hours)
Pre-requisites: MGMT 480 or ENTR 480, or Instructor Consent
This course enables the students to develop their new venture ideas. We discuss how to cultivate new business ideas, form venture teams, evaluate the opportunities, and design a firm to bring the ideas to life. At the end, each venture team produces a business plan.
Course equivalencies: X-ENTR 481/MGMT 481
Outcomes:
The students learn how all major functions of a business come together in a new venture; This course will help those who might want to start their own business in the future; It will also help those who will work for existing companies by encouraging them to think more strategically and creatively about business

ENTR 482 Entrepreneurial Marketing (3 Credit Hours)
Pre-requisites: Graduate School of Business student
This course is about the marketing challenges in an entrepreneurial firm. Entrepreneurship is the discovery, enactment and pursuit of new business opportunities. Successful execution of an entrepreneurial idea requires a sound marketing plan. In this course, we will investigate how marketing tools can enable entrepreneurs to realize the full potential of their ideas.
Course equivalencies: X-MGMT 482/ENTR 482
ENTR 483 Strategic Entrepreneurship & Innovation Management (3 Credit Hours)
Pre-requisites: Graduate School of Business student
This course will focus on the application of strategic management tools to entrepreneurial situations with an emphasis on the early stages of new venture creation. We will discuss how new opportunities are discovered, how inventions are turned into innovations, and how societal value is created throughout this process.
Course equivalencies: X-MGMT 483/ENTR 483
Outcomes:
At the end of this course, you will be able to: Recognize and discover entrepreneurial opportunities; Manage the creation and appropriation of the value generated by innovations; Apply analytical and critical thinking skills in an uncertain business environment; Apply your learning in a real-life project