

ENTREPRENEURSHIP (ENTR)

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ENTR 201 Introduction to Entrepreneurship (3 Credit Hours)

Introduces students to the process of innovation & how to think like an entrepreneur. Students will learn how new venture ideas are conceived, vetted & tested. Course knowledge & skills presented through combination of theory & application that will prepare students to move to next level of entrepreneurial studies.

Course equivalencies: MGMT381/ENTR310/ENTR201

Outcomes:

Students gain insight into process of innovation & entrepreneurial mindset; Students able to identify problems in marketplace & translate these ideas into viable products & services

ENTR 311 Social Entrepreneurship (Not for Profit Ventures) (3 Credit Hours)

Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310

This course introduces the student to the financial similarities of the traditional, not-for-profit organization; however, it also provides students with new insights and tools to effectively measure the social benefit and return on capital spent by applying entrepreneurial business principles. This course satisfies the Engaged Learning requirement.

Outcomes:

Demonstrate an understanding of the term "social entrepreneurship," what it includes and what makes it different; Demonstrate the use of analytical tools to quantify social issues with potential for a sustainable positive outcome; Demonstrate an understanding of non-for-profit market characteristics

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

This course addresses today's changes to global economies and the transformation of domestic markets to global markets. The new millennium entrepreneur is required to think beyond traditional borders.

Outcomes:

Demonstrate an understanding of the characteristics of international markets; Demonstrate the application of research to scan for international business opportunities; Demonstrate an understanding of internal barriers to entry (laws, culture, monetary values)

ENTR 345 Entrepreneurial Marketing (3 Credit Hours)

Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310

Concepts presented in the classroom will be anchored in a real world context. Students will be required to conduct comprehensive primary research towards the objective to build a unique business model. These skills will be applied through analytical modeling and testing of various market factor configurations.

Course equivalencies: MGMT385/ENTR345

ENTR 390 Entrepreneurship Strategies - Capstone (3 Credit Hours)

Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310

This course prepares students for entry into the real business world either as a corporate entrepreneur or a new venture entrepreneur.

This course satisfies the Engaged Learning requirement.

ENTR 395 Independent Study (1-3 Credit Hours)

Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310

No course description is available

ENTR 399 Selected Topics in Entrepreneurship (3 Credit Hours)

Pre-requisites: Junior Standing, minimum grade of "C-" in ENTR 201 or ENTR 310

No course description is available