

ENTR - Entrepreneurship

Courses numbered 100 to 299 = *lower-division*; 300 to 499 = *upper-division*; 500 to 799 = *undergraduate/graduate*.

ENTR 310. The Entrepreneurial Experience (3).

General education social and behavioral sciences course. Overview of the study of entrepreneurship, including its economic foundations, the principles of venture creation, financial sources of capital and strategy/business plan creation. Explores the entrepreneurial mentality and philosophy toward risk-taking, innovation and creativity. Prerequisite(s): ENGL 101, ENGL 102 and (COMM 111 or COMM 302).

ENTR 327. Ethnic Entrepreneurship (3).

General education social and behavioral sciences course. Cross-listed as HIST 327. Nonwhite entrepreneurs are rarely spotlighted in broad-based surveys of American business enterprise. This course seeks to widen the lens to observe commercial activity both nationally and locally. A variety of interdisciplinary works provide foundational material for students to observe the nuances of African American, Asian American and Latino entrepreneurship in the United States. Also, a variety of local individuals, conversant with the experiences of ethnic/nonwhite entrepreneurs, are invited to class to share with students their perspectives and insights.

ENTR 403. Marketing Research (3).

Cross-listed as MKT 403. Studies the design and implementation of research procedures that support systematic and objective decision making for marketing planning and strategy development. Prerequisite(s): ECON 231, ECON 232, MKT 300 with a minimum grade of C+ (2.300).

ENTR 440. New Venture Feasibility Analysis (3).

General education social and behavioral sciences course. Focuses on identifying the sources of business opportunities, understanding industry characteristics that are more or less favorable for new ventures, generating business ideas, evaluating the feasibility of business ideas, and investigating appropriate business models prior to formal business plan development. Prerequisite(s): junior standing for nonbusiness students.

ENTR 453. Digital Entrepreneurship (3).

Seeks to equip students with skill sets required to learn how entrepreneurial ventures use digital technology to design and offer new products and services, acquire and retain customers, analyze customer information, and provide satisfying user experiences online. Students also learn how to identify and exploit business opportunities using digital technologies and the best practices in the industry where new startups is a norm. This course helps the students begin to understand this new reality, and to develop the skills needed to deliver and manage digital business offerings through their new ventures.

ENTR 455. Entrepreneurial Finance (3).

Exposes students interested in business start-up or management of a growing firm to the principles, methods and tools used in financial planning, analysis and control of the small business enterprise. Covers short-term financial planning and control, creation of pro forma financial statements and business valuation techniques. Presents how and where to seek financing via a variety of debt and equity sources. Prerequisite(s): ENTR 310, junior standing.

ENTR 460. Corporate Entrepreneurship: Initiating and Sustaining Innovation (3).

To achieve and sustain a true competitive advantage in today's global business environment, companies must be faster, more creative, nimble, flexible and innovative. This course seeks to equip students with the

skills required to develop new ideas and create viable new businesses within the context of an established organization. The course addresses the development of an internal culture of innovation, processes for reviewing ideas and for developing business concepts, strategic analysis, and positioning for competitive advantage. It focuses on creating processes supportive of corporate entrepreneurship throughout an organization, including in product development, marketing, sales, finance and other functional areas. It analyzes how corporate culture and the human resources function can support innovative business models.

ENTR 481. Cooperative Education (1-3).

Academic program that expands a student's learning experiences through paid employment in a supervised educational work setting related to the student's major field of study or career focus. Repeatable for credit. Prerequisite(s): junior standing and 2.250 GPA.

ENTR 481N. Internship (1-3).

Complements and enhances the student's academic program by providing an opportunity to apply and acquire knowledge in a workplace environment as an intern. Prerequisite(s): departmental consent.

ENTR 491. Independent Study/Project (1-3).

Courses may be of two general types. The first consists of doing research, readings or other scholarly investigation in a subject area that is coordinated by a faculty member. The topic and scope would be mutually agreeable to the student and the faculty member. The second consists of doing a specific project for an organization, which might require the student to do research. The student may be embedded in an organization (either with or without pay) and under the direction of an organizational representative and a faculty member in order to accomplish a specific project. In either case, the course cannot be used to substitute for a regular departmental course. Repeatable for credit. Prerequisite(s): 2.750 GPA in the academic area, junior standing, advanced standing, departmental consent.

ENTR 608. Professional Selling (3).

Cross-listed as MKT 608. Analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. For undergraduate credit only. Prerequisite(s): MKT 300 with a grade of C+ (2.300) or better, MKT 405.

ENTR 668. New Venture Development (3).

Emphasizes the development of a comprehensive business plan around a unique product or service idea that satisfies a customer need or solves a customer problem. Focuses on conceptualizing a value proposition and business model for a new venture and validating each with customers and industry experts. Financial and organizational principles associated with entrepreneurial finance including financial structuring of the firm, pro forma development of financial statements, and the capitalization of the firm are also examined. Provides opportunity to pitch and present one's business concept and plan as well as to learn how to evaluate the business ideas of others. For undergraduate credit only. Prerequisite(s): ENTR 440, 455, senior standing.

ENTR 690. Selected Topics in Entrepreneurship (1-3).

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 690A, 690B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course. Prerequisite(s): ENTR 310, junior standing or instructor's consent, advanced standing.

ENTR 690AA. Change Management in the Digital Age (3).

Cross-listed as MGMT 690AA. In the dynamic landscape of contemporary business, organizations grapple with challenges that demand an accelerated pace, heightened volume and increased

complexity of organizational changes. This course places a significant emphasis on artificial intelligence (AI) and aims to deepen students' comprehension of the challenges, techniques and responsibilities associated with instigating and executing major changes within an organization. Tailored for those aspiring to careers in management consulting, general management, and entrepreneurship or intrapreneurship, the course focuses on preparing individuals for the evolving landscape of business. The course's perspective on change asserts that in today's competitive environment, gaining an edge is not merely about formulating the right strategy but hinges on executing it with greater speed and seamless efficiency than competitors. Consequently, the curriculum centers on the processes involved and explores how change can be most effectively implemented, especially with the increasing dominance of AI. Real-life examples drawn from diverse organizations across various business contexts are dissected in class discussions, emphasizing the intricate nature of initiating and implementing change.

ENTR 690O. Acquisition Entrepreneurship (3).

Explores the growing field of acquisition entrepreneurship—buying and operating existing small businesses as an alternative to launching new ventures. Students gain hands-on experience across the acquisition lifecycle, including opportunity identification, due diligence, valuation, deal structuring, financing and post-acquisition integration planning. Through case studies, guest speakers, applied workshops and a capstone acquisition simulation, students develop the strategic and analytical skills needed to evaluate and execute acquisition opportunities. Designed for aspiring entrepreneurs, this course emphasizes practical tools and frameworks for navigating the acquisition process and building value in real-world business settings. For undergraduate credit only.

ENTR 690P. Small Business Management (3).

Provides a comprehensive introduction to the principles and practices of managing a small business. Students explore the entire lifecycle of small business operations, from initial planning and startup to growth and sustainability. The course emphasizes practical applications of management theory, covering essential topics including business planning, financial management, marketing strategies, human resources and operations management. This course is designed for students interested in entrepreneurship, family business management, or working with small business organizations. Prerequisite(s): ENGL 102 and (COMM 111 or COMM 302).

ENTR 690W. Study Abroad in France A (2-3).

This course establishes a foundation of entrepreneurship fundamentals and small business management principles. We will discuss the steps, principles, and methods associated with the venture creation process and how to generate and evaluate good business ideas, and develop those ideas in ways that are attractive to business partners and investors.

ENTR 750. Workshop in Entrepreneurship (1-4).

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 750A, 750B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course. Prerequisite(s): junior standing.