

ENTR - Entrepreneurship

Courses numbered 500 to 799 = *undergraduate/graduate*. (Individual courses may be limited to undergraduate students only.) Courses numbered 800 to 999 = *graduate*.

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. Special 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 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.

ENTR 865. Entrepreneurship, Creativity and Innovation (3).

Students learn how to use their unique mix of knowledge, talents, skills, abilities and resources to develop a value proposition for potential customers. Course has two major components. The first is ideation. Initially, it focuses on identifying problems and developing solutions. This requires students to improve their creative problem solving skills. Students then learn how to systematically evaluate business ideas and develop functional business models. Students interact with MID faculty, other students, creative professionals and entrepreneurs in a seminar format.

ENTR 890. Seminar Special Topics (1-3).

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 890A, 890B). 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.

ENTR 891. Directed Studies (1-5).

Arranged individual directed study in specialized content areas under the supervision of a faculty member. Repeatable for credit up to 6 credit hours. Prerequisite(s): instructor's consent.