Entrepreneurship (ENTR)

Department of Management

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

ENTR 310. The Entrepreneurial Experience 3 credit hours  
General education introductory 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. Prerequisites: ENGL 101, 102, COMM 111.

ENTR 403. Marketing Research 3 credit hours  
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. Prerequisites: ECON 231, 232; MKT 300 with a minimum grade of C+ (2.300), junior standing, advanced standing.

ENTR 420. Developing a Marketing Plan 3 credit hours  
Cross-listed as MKT 420. Emphasizes the analysis and tools required in the development of a marketing plan for a new or existing organization. With extensive use of traditional and web-based research, the student develops a marketing plan that positions the firm to achieve a competitive advantage in the marketplace. Prerequisites: ENTR 310, MKT 300, or instructor's consent, junior standing, advanced standing.

ENTR 440. New Venture Feasibility Analysis 3 credit hours  
General education advanced further study 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: junior standing for nonbusiness students.

ENTR 455. Entrepreneurial Finance 3 credit hours  
Cross-listed as FIN 455. 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. Prerequisites: ENTR 310, FIN 340, junior standing, advanced standing.

ENTR 481. Cooperative Education 1-3 credit hours  
An 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. Graded Cr/NCr. Prerequisites: junior standing and 2.250 GPA.

ENTR 481N. Internship 1-3 credit hours  
Complements and enhances the student's academic program by providing an opportunity to apply and acquire knowledge in a workplace environment as an intern. Graded Cr/NCr. Prerequisite: departmental consent.

ENTR 491. Independent Study/Project 1-3 credit hours  
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. Graded Cr/NCr. Prerequisites: 2.750 GPA in the academic area, junior standing, advanced standing, departmental consent.

ENTR 605. Technology Entrepreneurship 3 credit hours  
The innovative transformation of ideas and technical knowledge (intellectual property) into commercially useful applications is a key driver of economic development. Students are immersed in the process of moving intellectual property from mind to market. Technology commercialization concepts, tools and techniques are applied to active technologies from university research, students, community and national research lab sources. Students evaluate the potential for intellectual property to be the basis for a startup enterprise or licensed to an existing business. Prerequisite: junior standing.

ENTR 608. Selling and Sales Force Management 3 credit hours  
Cross-listed as MKT 608. Analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisites: MKT 300 with a grade of C+ (2.300) or better, MKT 405.

ENTR 620. Growing and Managing an Entrepreneurial Firm 3 credit hours  
Focuses on the organization, operation, marketing and financial management of an ongoing entrepreneurial firm. Emphasizes the strategic management of growth associated with a rapidly changing business, as distinguished from small business management, which could include small enterprise units that are static. Teaches the practical aspects of managing a growing business on a day-to-day basis. Practical application to intrapreneurship, such as growing a division or department within a larger organization. Prerequisites: ENTR 310, and junior standing or instructor's consent, advanced standing.

ENTR 668. New Venture Development 3 credit hours  
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 students only. Prerequisites: ENTR 440, 455, senior standing.

ENTR 690. Special Topics in Entrepreneurship 1-3 credit hours  
Advanced course with in-depth study of emerging topics in entrepreneurship. Repeatable with instructor's consent. Prerequisites: ENTR 310, junior standing or instructor's consent, advanced standing.

ENTR 705. Technology Entrepreneurship 3 credit hours  
Students explore issues surrounding the transformation of knowledge into commercially useful products, services and viable businesses. Course employs a hands-on experiential approach using current active technologies from the university, community or national research laboratories. Market validation, opportunity recognition, intellectual property protection (patents, copyright, trade secrets) and valuation are core learning elements employed in the commercial-potential evaluation process. Evaluation documents produced in the course are provided to intellectual property owners to aid moving a technology into commercial markets. Prerequisite: junior standing.
ENTR 706. Seminar in New Product and Technology Development  3 credit hours
Cross-listed as MKT 706. Provides a form to the function of idea commercialization. Examines the product development practices of successful, innovative companies and focuses on how customer needs can be translated into products and innovations. Students explore idea generation, market validation, prototype development, product concept testing, product launch strategies, post launch product evaluation, and managing innovative teams. Students apply learning through developing and testing a product idea that solves a customer problem.

ENTR 750. Workshop in Entrepreneurship  1-4 credit hours
Prerequisite: junior standing.