

## Entrepreneurship (ENTR)

### ENTR 2500

#### Creativity and Entrepreneurial Thinking 3:3:0

Introduces the concepts of innovation and entrepreneurial creativity. Draws upon the inspired thinking and entrepreneurial pursuits of leaders in a variety of disciplines in order to understand the process of innovation and appreciate the role of creativity in making innovation possible. Includes topics such as the customer/problem/solution framework, design thinking, prototyping, intellectual property, creative idea development, lead user research methodology, peer feedback, new venture financing, and the lean start-up.

### ENTR 3170

#### Entrepreneurship

#### 3:3:0 Fall, Spring, Summer

\* Prerequisite(s): ENGL 1010 and University Advanced Standing

Provides an overview of the process of entrepreneurship with focus on the role of the entrepreneur in identifying, evaluating and developing opportunities. Considers the application of knowledge of the technical, market, financial and human aspects of a business as they relate to the start-up and development of business opportunities. Lab access fee of \$32 for computers applies.

### ENTR 3180

#### Small Business Development

#### 3:3:0 Fall, Spring

\* Prerequisite(s): ENGL 1010 and University Advanced Standing

Provides a practical and theoretical foundation for managing small and medium sized enterprises with an emphasis on identifying, evaluating and developing opportunities for growth. Covers the basic elements of the business focusing on best practices in the technical, market, financial, and human resource aspects of existing small business as well as the interaction between these elements. Covers legal aspects of operating a business.

### ENTR 3190

#### Early-stage Financing

#### 3:3:0 Fall

\* Prerequisite(s): University Advanced Standing

Provides non-business students an overview of financial modeling for entrepreneurship and small business, as well as the sources and processes involved in financing new ventures. Course teaches financial management, proforma financial statements, cash flow, bootstrapping, and debt and equity financing in an entrepreneurial environment.

### ENTR 3220

#### Entrepreneurship Law

#### 3:3:0 Fall

\* Prerequisite(s): ENGL 1010 and University Advanced Standing

For entrepreneurship students and others desiring a to start a business. Presents current U.S. legal framework as they concern start-ups and new businesses. Topics include the American legal system, constitutional law, statutory law, common law, and administrative law and alternatives to courts. Discusses crimes, torts, negligence, contracts, negotiable instruments, and contractual relationships.

### ENTR 4200

#### Technology-based Opportunity Identification

#### 3:3:0 Fall, Spring

\* Prerequisite(s): ENTR 3170 and University Advanced Standing

Utilizes the identification and evaluation of business opportunities in start-up or existing business organizations. Covers commercialization of technology based opportunities, the interface between the application of technologies and market needs, with a strong emphasis on financial viability. Covers all areas of business operations. Lab access fee of \$32 for computers applies.

### ENTR 4210

#### Career Development for Entrepreneurs

#### 3:3:0 Spring

\* Prerequisite(s): ENTR 3170 and University Advanced Standing

Deals with the personal and interpersonal development of entrepreneurs and other business professionals. Addresses issues and provides specific guidance in such areas as business and personal financial strategies, business and family interpersonal relationships, networking and human resource management strategies, and professional business- and self-image.

### ENTR 4300

#### Strategic Innovation

#### 3:3:0 Spring

\* Prerequisite(s): (ENTR 4200 or ENTR 3170), Matriculation into the Woodbury School of Business, and University Advanced Standing

Focuses on developing every element needed to create an actionable business plan, with a special emphasis on business model generation, marketing, and finance. Emphasizes writing a comprehensive business plan and should be able to competently manage a small business or start their own with a minimum risk of failure. May be delivered hot bunk. May be delivered hybrid. Lab access fee of \$32 for computers applies.

### ENTR 4400

#### New Venture Financing

#### 3:3:0 Spring

\* Prerequisite(s): FIN 3100 and Matriculation into the Woodbury School of Business and University Advanced Standing.

Covers advanced concepts and skills in entrepreneurship/small business management. Emphasizes how new and emerging companies are financed. Applies functional tools to case situations. Lab access fee of \$32 for computers applies.

### ENTR 4450

#### Enterprise Formation

#### 3:3:0 Spring

\* Prerequisite(s): (ENTR 4200 or ENTR 3170) and Matriculation into the Woodbury School of Business and University Advanced Standing.

Provides an integrated, engaged learning opportunity in entrepreneurship through the development of a business opportunity. Focuses on creating and managing the formation of a business enterprise from the formation of a legal entity to launching a product of service and creating a financial model. Emphasizes documenting the process in a business model and/or a complete business plan.

### ENTR 4455

#### New Venture Consulting

#### 3:3:0 Fall

\* Prerequisite(s): ENTR 3170, matriculation into the Woodbury School of Business Bachelor of Science in Entrepreneurship program, and University Advanced Standing

Provides an engaged learning opportunity for business students interested in learning how small- and medium-sized businesses work by consulting with community-based entrepreneurs and assisting them with the identification, evaluation, and/or development of their business opportunities. Includes projects that cover and examine all functional areas of business and the interaction between them. Covers consulting processes and strategies as well as provide tools and techniques for developing business models and assessing opportunities.

### ENTR 493R

#### Entrepreneurship Lecture Series

#### 1:1:0

\* Prerequisite(s): University Advanced Standing

Presents lectures by guest speakers on current entrepreneurship issues and topics. Speakers and topics vary each semester. May apply a maximum of 3 credits toward graduation. Lab access fee of \$32 for computers applies.