

Entrepreneurship (ENTR)

ENTR 2500 SS Creativity and Entrepreneurial Thinking 3

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

* Prerequisite(s): (ENGL 1010 or ENGH 1005) and University Advanced Standing

Provides an overview of the practice of entrepreneurship and focuses 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 \$25 for computers applies.

ENTR 3180 Developing Small Business 3

* Prerequisite(s): (ENGL 1010 or ENGH 1005) and University Advanced Standing

Provides a practical and theoretical foundation for managing SMEs (small and medium enterprises). Emphasizes 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

* 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

* Prerequisite(s): (ENGL 1010 or ENGH 1005) 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 Innovative Opportunity Development 3

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

Focuses on the development of both (a) the key value proposition of a product/service offering, and (b) the business entity that provides that offering. Covers the use of client-centered development and design thinking to create, modify and validate business solutions. Emphasizes client feedback from concept through prototype development. Lab access fee of \$25 for computers applies.

ENTR 4210 Career Development for Entrepreneurs 3

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

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

ENTR 4300 The Art of the Pitch 3

* Prerequisite(s): ENTR 2500 or ENTR 3170 and University Advanced Standing

Teaches entrepreneurial strategic communications skills to help the entrepreneur prepare for and present business ideas to prospective investors, partners, employees and customers. Focuses on skill development in written, visual, verbal and vocal communications to pitch business ideas. Develops confidence and the ability to handle questions regarding presentations. May be delivered hybrid. Lab access fee of \$25 for computers applies.

ENTR 4400 New Venture Financing 3

* 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 \$25 for computers applies.

ENTR 4450 Enterprise Formation 3

* 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

* Prerequisite(s): ENTR 3170, matriculation into the Woodbury School of Business and University Advanced Standing

Integrates the identification, evaluation, and/or development of the small- and medium-sized business opportunities of community-based entrepreneurs. Makes use of an engaged learning opportunity for business students interested in learning how consultants work by consulting with and assisting entrepreneurs. 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 4500 Venture Capitalist Skills 3

* Prerequisite(s): ENTR 3190 with B- or better and University Advanced Standing

Develops an in-depth knowledge about the capital raising process. Applies principles of valuation and selection routines for choosing portfolio firms. Assesses candidate startups with quantitative techniques for evaluating firm performance. Teaches analysis of and practices negotiation with other firms on the major aspects of term sheets. Prepares students to create net-positive deals out of competing term sheets that have been submitted to the startup firm.

Course Descriptions

ENTR 493R

Entrepreneurship Lecture Series

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* 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.