

ENTREPRENEURSHIP (ENT) CPSO

Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

ENT 500 - The Entrepreneurial Mindset

Credits: 4

This highly interactive course explores how entrepreneurs think and innovate. In the course, students may explore new paths to innovation and growth which includes understanding and incorporating the behaviors and thought processes unique to entrepreneurs. Students will incorporate entrepreneurial thinking and behavior into a process of a new venture or current positions, as intrapreneurs. The course will also provide a brief overview of tools that can be utilized to manage internal and external processes. Students may explore creative problem solving and, in teams, develop and test problem solutions using a "business model canvas" approach.

Attributes: Writing Intensive Course

Equivalent(s): ENT 500G

Grade Mode: Letter Grading

ENT 600 - Launching and Managing Entrepreneurial Ventures

Credits: 4

This course is designed for students interested in the steps required to start a new business venture. The focus will be on creating a new venture and covers in detail six key aspects related to the entrepreneurial process, including: introduction to lean entrepreneurship principles; business model design and assessment; legal issues in venture creation; new venture marketing and customer acquisition strategy; and new venture financial planning. Students may also learn all aspects of entrepreneurship, including: idea generation and business plan creation; forming a company; recruiting a team of key employees and advisors; developing a product/service; raising capital; business development / sales / marketing; board and investor relations; and fostering a strong business culture. Example assignments may include oral presentations, written new venture plans and discussions with classmates.

Prerequisite(s): ENT 500 with a minimum grade of D- or ENT 500G with a minimum grade of D-

Equivalent(s): ENT 600G

Grade Mode: Letter Grading

ENT 611 - Entrepreneurial Marketing

Credits: 4

This course clarifies key marketing concepts, methods, and strategic issues relevant for start-up and early-stage entrepreneurs. Course topics may include but are not limited to identifying market opportunities, creating and screening new ideas, writing concepts, concept testing, new product forecasting, prototyping, and building a business case with assumptions about market entry strategy and launch marketing. The goal is to help students learn how to use state-of-the-art techniques to identify markets, develop new product ideas, measure customer benefits, and design profitable new products. This course is designed to help students develop a flexible way of thinking about marketing problems and strategies.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-

Equivalent(s): ENT 611G

Grade Mode: Letter Grading

ENT 703 - Entrepreneurial Finance

Credits: 4

This course studies the financial strategies needed to support a new venture. Students investigate sources of funding and analyze investment strategies unique to the start-up. Planning for the funding aspect of a new venture is critical and this course will address the alternative sources of funds for carrying out the mission of the venture. This would include: understanding financial institutions (financial bootstrapping, external financing, angel investors, venture capitalists, founders, and banks) that provide risk capital for such firms. An entrepreneur needs to understand how to identify a business opportunity as well as how to marshal resources (especially capital) to a business opportunity. Topics may include financial statements, pro forma statements, cost of capital, break-even, financial ratios, investor expectations, and exit strategies. Recommended: ENT 500 The Entrepreneurial Mindset.

Equivalent(s): ENT 603G

Grade Mode: Letter Grading

ENT 707 - Legalities and Ethics of Entrepreneurship

Credits: 4

This course will examine the legal and ethical issues and problems faced by entrepreneurs in their journey, specifically from conception of an idea, to the creation and operations of a company, to the launch of a product or service, and finally to the sale of the company or investment by venture capitalists and everything in between. Topics may include the legal, ethical, and regulatory frameworks of intellectual property (trade secrets, patents, trademarks, and copyright), business and corporate issues, business entity structure and formation, taxation, contracts, operations and personnel, and raising capital through traditional and alternative methods. Recommended: ENT 500 The Entrepreneurial Mindset.

Equivalent(s): ENT 607G

Grade Mode: Letter Grading