ENTREPRENEURSHIP (ENT)

Courses

ENT 280. Creating a New Venture. 3 Credit Hours.
This course emphasizes the following major topics: searching the environment for new venture opportunities; matching an individual's skills with the new venture; evaluating the viability of the new venture; writing a business plan; financing and starting the new venture.
Prerequisites: BUS 100 and Sophomore Standing
Session Cycle: Spring
Yearly Cycle: Annual.

ENT 380. Entrepreneurial Marketing. 3 Credit Hours.
This course examines key concepts, methods, and strategic issues relevant for start-up and early stage entrepreneurs. It examines the unique challenges facing entrepreneurs including, but not limited to, creation of a customer base; creating products or services with limited financial resources; understanding that conventional marketing techniques are likely prohibitive or, at a minimum, constrained by availability of money, manpower and time; marketing decision-making in the face of high levels of uncertainty and ambiguity.
Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing
Session Cycle: Fall, Spring
Yearly Cycle: Annual.

ENT 381. Entrepreneurial Finance. 3 Credit Hours.
The important role of entrepreneurship in any economy has been well documented and is of interest to business persons, government, and society at large. Financing and growing a new venture--whether inside or outside the corporate structure--is a difficult, yet passionate task. Not all finance specialists have an entrepreneurial bent, while not all entrepreneurs have a financial background. This course introduces entrepreneurial finance, both for finance specialists seeking to learn more about entrepreneurial finance and for entrepreneurs seeking to learn more about the financial aspects of innovation and business growth. Based on an understanding of all the financial areas of entrepreneurial business, we apply the tools and analytic techniques of these areas to the new venture creation and growth processes with a global perspective.
Prerequisites: FIN 201 or FIN 201G and junior standing
Session Cycle: Fall, Spring
Yearly Cycle: Annual.

ENT 382. Entrepreneurship in Action. 3 Credit Hours.
This course offers students to team up with student entrepreneurs in an incubator-like environment and to experience the realities of building a startup company. Students gain hands-on experience in different aspects of business, such as selling, product development, financial modeling, fundraising, while working with a student entrepreneur and a robust group of mentors. This course offers a unique and challenging "hand-on learning experience and allows for reflection on students' personal abilities, and their self-efficacy as entrepreneurs. This course requires instructor approval.
Prerequisites: Instructor approval
Session Cycle: Spring
Yearly Cycle: Annual.

ENT 481. Creating a New Venture. 3 Credit Hours.
This course emphasizes the following major topics: searching the environment for new venture opportunities; matching an individual's skills with the new venture; evaluating the viability of the new venture; writing a business plan; financing and starting the new venture.
Prerequisites: Senior Standing
Session Cycle: Fall
Yearly Cycle: Annual.

ENT 482. Managing a New Venture. 3 Credit Hours.
A study in the management of the new business from its birth to its early adulthood, this course develops students' skills as a general management and entrepreneurial leader. The cases cover a diverse set of industries and a spectrum of sizes ranging from very small firms to quite substantial firms with hundreds of employees. The cases also involve a variety of operating, financing, and marketing disciplines.
Prerequisites: ENT 380 and ENT 381 or ENT 481 and Senior standing
Session Cycle: Spring
Yearly Cycle: Annual.

ENT 484. Entrepreneurship Practicum. 3 Credit Hours.
The Entrepreneurship Practicum is an experiential course designed to allow students to apply their theoretical knowledge to real-life companies. Students in small teams of three-to-five students will be assigned to a local startup. The students, coached by their instructor, meet with the firm, will do due diligence on the company, write a business plan, and prepare a pitch deck to be presented to the investors or potential acquirers. This course will allow students to be fully immersed in developing entrepreneurial skills and learning from successful entrepreneurs.
Prerequisites: ENT 280, ENT 380 and ENT 381 and Senior Standing
Session Cycle: Spring
Yearly Cycle: Annual.

ENT 497. Directed Study in Entrepreneurship. 3 Credit Hours.
This course allows seniors concentrating in Entrepreneurship to do an in-depth study or research under the direction of a faculty member in Entrepreneurship.
Prerequisites: ENT 380 and ENT 381; an overall GPA of 3.0 or higher; approval of a supervising faculty member; and approval of the department coordinator.