

Entrepreneurship (ENTRP)

Courses

ENTRP 371. e-Entrepreneurship and Digital Management. 3 Credits.

This course provides an overview of how to create new business, capture new markets, and operate businesses virtually in today's digital era. In addition to topics related to e-marketing, idea generation, online peer networks, innovation, social media, feasibility, and e-business models, the course delves into managing people and businesses in the digital era by discussing topics such as online leadership, managing virtual teams, digital knowledge management, and online communication.

P: Sophomore status; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate or ONLINE Majors of: Integrative Leadership/Organizational Leadership (BA & BAS) with a Business Administration emphasis or Business Administration minor

Fall and Spring.

ENTRP 373. Entrepreneurial Finance. 3 Credits.

This course introduces the undergraduate student to the entrepreneurial finance topics of self-funding, friendly funding, seed funding, microlending and microlenders, debt financing, equity financing and other nonbank financing sources, sources and uses of funds, startup financial statement development and projections, debt and equity term sheets, valuations, and starting the bookkeeping process.

P: Junior status; ENTRP 371; satisfaction of mathematical competency requirement; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Fall Only.

ENTRP 481. Small Business Management & Family Entrepreneurship. 3 Credits.

This course focuses on topics in small business management, family business, and family entrepreneurship. These include: buying (into), growing, and selling or exiting a small business and family business; self-employment, employees, and contractors; microbusiness topics; hiring, training, and employee development in small and family businesses; finance and accounting functions in small and family businesses; intellectual property and forms of business ownership; family entrepreneurship strategies; and franchising strategies.

P: Junior status and an overall minimum GPA of 2.0; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate or ONLINE Majors of: Integrative Leadership/Organizational Leadership (BA & BAS) with a Business Administration emphasis

Fall and Spring.

ENTRP 485. New Venture Acceleration. 3 Credits.

In this course, students will be developing real high growth-oriented businesses based on an identified opportunity in the market. Topics include high growth-oriented firms and technology-based firms, business model design, customer development and acquisition, value proposition development, minimum viable product development, and skills to present well to equity investors.

P: Junior status; ENTRP 371 and ENTRP 373; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Spring.