

Entrepreneurship (ENTRP)

Courses

ENTRP 272. Introduction to Entrepreneurship. 3 Credits.

This course introduces the principles of entrepreneurship. The student will evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The student will understand the role of entrepreneurial businesses, and the role that entrepreneurship plays in economic development and its impact on our regional, national, and global economy. Special emphasis is placed on decision-making and problem solving through an understanding of opportunity recognition, economic/financial models, value creation, organizational structure, human resource management, legal environments, operations management, and other basic entrepreneur-related concepts.

ENTRP 298. Independent Study. 1-4 Credits.

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

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 272; 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. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: Junior status and an overall minimum GPA of 2.5 or higher; Accounting, Business Administration, Finance, HR Management, Management, Marketing major or minor or ONLINE Majors of: Organizational Leadership (BA & BAS) with a BUS ADM emphasis.

Fall and Spring.

ENTRP 486. Design Thinking and Developing Business Models. 3 Credits.

Studying design thinking and business models is crucial for entrepreneurs, managers, and designers seeking to develop innovative solutions that address real-world problems. It enables them to approach problem-solving in a structured and human-centered way, focusing on the needs and wants of users. In this course, students will learn how to create a business model, refine that model, and develop a plan for a new venture. Students will learn about several different tools for launching for-profit companies, creating social enterprises, or creating value within existing companies. Students will learn to use tools such as Idea Napkin, Ad-Libs, Value Proposition Canvas, Business Model Canvas, Lean Model Canvas, Blitzscaling Canvas, etc., to create innovative business models. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: ENTRP 272

Spring.

ENTRP 488. Minimum Viable Product and New Product Development. 3 Credits.

Studying Minimum Viable Product and New Product Development is crucial for future entrepreneurs and product managers as it teaches essential principles and techniques for developing and launching successful products, reducing risk and cost while accelerating speed to market. Mastery of these concepts is essential for increasing revenue and customer satisfaction in today's competitive business environment. Students will learn how to develop new physical products through a formal process. Throughout the course, students learn how an abstract idea can be transformed into concrete product concepts that will in turn be translated into tangible working prototypes. Students will create minimum viable products related to their ideas by the end of the course.

P: ENTRP 272

Fall Only.

ENTRP 491. Advanced Entrepreneurial Marketing. 3 Credits.

This course is designed to be a highly engaging, hands-on course to develop marketing skills that drives success for entrepreneurs and small businesses. Advanced Entrepreneurial Marketing will create an accurate portrayal of the effectiveness of strategic marketing in today's highly competitive marketplace. It's designed to instruct learners how to create, develop, and execute marketing strategy and tactics to grow a successful business. The student will gain insights essential for marketing their entrepreneurial venture using innovative and financially responsible marketing tactics. The student will create effective marketing communication materials suitable for different media including analog and digital for use in their entrepreneurial operation.

REC: ENTRP 272, MKTG 322

Spring.

ENTRP 492. Social Entrepreneurship. 3 Credits.

Social entrepreneurship as a field of study equips individuals with the skills to create innovative solutions for societal issues while generating financial returns. By fostering sustainable business models that prioritize social and environmental impact, it holds power to bring about positive change on a global scale. This course introduces social entrepreneurship and how it can be used as a tool for social change. Students will learn about the characteristics of social entrepreneurship, the role of innovation and creativity in creating sustainable social ventures, and how to design, implement and evaluate social impact strategies.

P: ENTRP 272

Spring.

ENTRP 495. Teaching Assistantship. 1-6 Credits.

The student and supervising teacher must prepare a statement that identifies the course with which the assistantship will happen, objectives for the assistantship, and expectations in order to fulfill the course objectives. Students are not eligible to receive credit in both the course they assist the instructor with and the teaching assistantship in the same semester. Typically student has previously taken the course prior to enrollment in the assistantship. Course is repeatable for credit.

Fall and Spring.

ENTRP 496. Project/Research Assistantship. 1-6 Credits.

The student must prepare a research proposal, and both parties should identify the research arrangement and how the student will complete the work to fulfill the course objectives within the assigned term.

Fall and Spring.

ENTRP 497. Internship. 1-12 Credits.

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings. Course is repeatable for credit.

ENTRP 498. Independent Study. 1-4 Credits.

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

ENTRP 499. Travel Course. 1-6 Credits.

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.