

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[BA-151]]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[BA-152]]

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum GPA of 2.0.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites

[[ENT-152]] or [[BA-153]] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY

Credits: 3

Terms Offered: Fall

An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER

Credits: 3

Terms Offered: Spring

Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

ENT-321. ANALYZING MARKETS AND COMPETITION

Credits: 3

Terms Offered: Fall

In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

Pre-Requisites

[[MKT-221]] with a minimum GPA of 2.0.

ENT-342. ENTREPRENEURIAL FINANCE

Credits: 3

Terms Offered: Spring

The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

Pre-Requisites

[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY

Credits: 3

Terms Offered: Spring

Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY

Credits: 3

Terms Offered: Spring

Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

Entrepreneurship

ENT-461. PRACTICING ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

Pre-Requisites

Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP

Credits: 3

The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.