

# ENTREPRENEURSHIP (ENTR)

## Entrepreneurship Undergraduate Courses

### ENTR 2550 AFRICAN AMERICAN ECONOMICS AND CONSUMERISM (3 credits)

This course traces the evolution of African American business and economic development systems in the U.S. and will examine historical economic and political influences which impact African American business communities. Students will be exposed to various aspects of African American business and economics, including Black entrepreneurship and Black owned businesses before, during, and after slavery; an analysis of the role of Black churches in African-American communities; and the impact of modern economic and political systems on African American business communities. (Cross-listed with BLST 2550).

**Distribution:** U.S. Diversity General Education course

### ENTR 2980 SEMINAR IN ENTREPRENEURSHIP (1 credit)

This seminar exposes students to entrepreneurs and innovators from multiple industries and varied backgrounds. This course will explicitly link entrepreneurship theories with the best practice experiences of successful entrepreneurs in the region. Through purposeful interaction with the region's start-up community, this course will strengthen the networks of entrepreneurship students and equip students with the knowledge and tools to make their business ideas a reality.

### ENTR 3330 ENTREPRENEURIAL FINANCE (3 credits)

This course focuses on venture capital formation and the financing of entrepreneurial ventures. The course is intended for students interested in entrepreneurship, venture capital markets, investment banking, and other careers related to new venture financing and/or deal structuring. The course applies basic financial theory to the unique environment of incubating and growing new ventures. (Cross-listed with FNBK 3330).

**Prerequisite(s):** ENTR 3710 with a C or better

### ENTR 3710 ENTREPRENEURIAL FOUNDATIONS (3 credits)

A study of the analytical techniques and managerial tasks associated with developing and executing business plans for small firms and start-ups. These skills, including strategic positioning and competitor analysis, marketing, teaming, project and operations management, and cash flow projection will be taught through a combination of contemporary readings, speakers, and hands-on practice problems.

**Prerequisite(s):** Sophomore standing and 2.0 GPA.

### ENTR 4000 SPECIAL TOPICS IN ENTREPRENEURSHIP (3 credits)

This special topics course will address specific topics which will vary by semester and is intended primarily for upper division students who are pursuing an entrepreneurship concentration.

**Prerequisite(s):** ENTR 3710 plus 6 hours of Entrepreneurship, all with C+ or better; GPA of 2.5 or better; or permission of instructor.

### ENTR 4150 GEOGRAPHY, GENDER AND ENTREPRENEURSHIP (3 credits)

An advanced seminar focused on links among geography, gender and work, emphasizing leadership and entrepreneurship. The course considers theory and method in addition to empirical work. The nature of space, of gender, and of work, are examined. Topics include the gendering of work, the geography of entrepreneurship, gender and leadership. (Cross-listed with ENTR 8156, GEOG 4150, GEOG 8156, WGST 4150, WGST 8156)

**Prerequisite(s):** Junior, senior, or graduate standing, or permission of instructor.

### ENTR 4390 MEDIA ENTREPRENEURSHIP (3 credits)

Media Entrepreneurship explores new and emerging media business models from local, national and global perspectives. Students learn about and work within the start-up economy and entrepreneurial approaches. The course offers professional and critical perspectives. (Cross-listed with JMC 4390, COMM 8396).

**Prerequisite(s):** JMC 3340 and JMC 3350 or permission of instructor

### ENTR 4530 ENTREPRENEURSHIP INTERNSHIP (1-3 credits)

Students engage in part time employment in a new or small business to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to establishing or growing a small business such as market research, customer development, systems design and implementation, funding activities, etc.

**Prerequisite(s):** ENTR 3710 with a C+ or better, a 2.5 GPA, and junior level standing, and permission of instructor. Not open to non-degree graduate students.

### ENTR 4690 EMERGING TECHNOLOGY AND INNOVATION (3 credits)

This course equips entrepreneurially-minded students with a more complete range and vision of the viability of various startup opportunities (with a specific focus on innovative technologies and innovative business models). Students will become familiarized with the new and emerging technologies and innovations that define modern industries and product categories, as well as the various shifts in the way cutting-edge business gets done, regardless of industry. (Cross-listed with MGMT 4690, BSAD 8696).

**Prerequisite(s):** Junior standing or higher; 2.75 minimum GPA; or permission of instructor

### ENTR 4710 COMPARATIVE INTERNATIONAL DEVELOPMENT AND INNOVATION (3 credits)

Comparative International Development and Innovation will analyze the rise and fall of civilizations from a historical and theoretical perspective in a comparative manner. The course will address issues concerning political, social, economic, and environmental change in national, and international contexts. Among its major emphases are state institutions, economic growth, entrepreneurship, and the transformation of social structure and culture. (Cross-listed with ENTR 8716, PSCI 4710, PSCI 8716).

**Prerequisite(s):** Junior or senior standing

### ENTR 4720 INNOVATION VENTURES (3 credits)

This team-based course provides students with the opportunity to practice the basic tools of business discovery and validation. Concepts and techniques in innovation, entrepreneurship, and strategy will be used to aid students in the venture creation process. Important considerations impacting the viability of the venture post formation will also be explored. Practical real-world experimentation is the central component of the course and will help students to conceive, develop, and launch their own innovative ventures. (Cross-listed with BSAD 8726, ACMP 4720, ACMP 8256, MGMT 4720, MKT 4720).

**Prerequisite(s):** ENTR 3710 and junior standing or above or by instructor permission

### ENTR 4730 NEW VENTURE FORMATION (3 credits)

This course is a comprehensive study of the interrelationships between functional business areas in a start-up or small firm. These interrelationships will be taught through the development of a complete business plan for a start-up or small business.

**Prerequisite(s):** ENTR 3710 with a C (2.00) or better; GPA 2.5

### ENTR 4740 TECHNOLOGY AND INNOVATION MANAGEMENT (3 credits)

This course covers the challenges that surround technology and innovation management. Approaching innovation management as a strategic process, this course will focus in on how the innovation process works and what kinds of organizational environments support this process, as well as how innovation affects the competitive dynamics of markets so that firms can better manage their innovation(s).

**Prerequisite(s):** ENTR 3710. Not open to non-degree graduate students.

**ENTR 4750 SOCIAL ENTREPRENEURSHIP (3 credits)**

Motivated by the desire for social change and community betterment, social entrepreneurs use innovation to solve society's problems in a variety of settings - nonprofits, for-profit businesses, or government agencies. Guest speakers, case discussion, lecture, and student presentations will be used in this course and students will be expected to develop a detailed business plan for a social enterprise.

**Prerequisite(s):** Minimum GPA 2.5

**ENTR 4760 SELLING IN AN ENTREPRENEURIAL CONTEXT (3 credits)**

Successful entrepreneurs are able to identify unmet needs in the marketplace and then design and sell products or services that fulfill those needs. Sales effectiveness is essential for entrepreneurs because they must be able to build sustainable sales pipelines that ensure profitable growth while simultaneously addressing other pressing issues including financing, staffing, and product development. This course will focus on consultative solution-based sales fundamentals that can be applied in an entrepreneurial selling environment. (Cross-listed with MKT 4760, BSAD 8766)

**Prerequisite(s):** GPA 2.5 or better; MKT 3100 with a "C+" or better; MKT 3310 with a "C+" or better; or permission of instructor. Not open to non-degree graduate students.

**ENTR 4770 INTRODUCTORY MAVERICK VENTURE FUND (1 credit)**

This course teaches the basics of venture capital, including, the topics of term sheets, due diligence and learning the perspectives of the entrepreneur and investor. Students in this course have the opportunity to observe more advanced students making investments, ranging from 5,000 dollars to 10,000 dollars plus. This course is the first of three, one-credit courses where students gain more advanced venture funding knowledge and application at each level. (Cross-listed with BSAD 8776).

**Prerequisite(s):** This course requires instructor approval.

**ENTR 4780 INTERMEDIATE MAVERICK VENTURE FUND (1 credit)**

In this course, students source deals, listen to pitches, and select start-ups to be funded. Investments typically range from 5,000 dollars to 10,000 dollars plus. This course is the second in a set of three courses that increase in difficulty with each course. (Cross-listed with BSAD 8786).

**Prerequisite(s):** Students must have taken Maverick Venture Fund - 1: Venture Capital Concepts (ENTR 4770/8770).

**ENTR 4790 ADVANCED MAVERICK VENTURE FUND (1 credit)**

This course applies advanced concepts of venture capital. Students will learn how to monitor and assist start-ups in the scaling process. Students learn how to leverage community partners to amplify investment opportunities. This course is the third in a set of three courses that increase in difficulty with each course. (Cross-listed with BSAD 8796).

**Prerequisite(s):** Students must have taken MAVERICK VENTURE FUND - 2: APPLICATION, SOURCING DEALS & DUE DILIGENCE