ENTREPRENEURIALSHIP (ENTR)

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)/Corequisite(s): Sophomore standing and 2.0 GPA.

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)/Corequisite(s): Junior, senior, or graduate standing, or permission of instructor.

ENTR 4390 MEDIA ENTREPRENEURSHIP (3 credits)
4390 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, JMC 8396).
Prerequisite(s)/Corequisite(s): Minimum cumulative GPA- 2.25; Junior standing, ENGL 1160 or equivalent, or instructor permission.

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)/Corequisite(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 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)/Corequisite(s): Junior or senior standing

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)/Corequisite(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 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)/Corequisite(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)/Corequisite(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 as other pressing issues such as financing, staffing, product development are addressed. This course will focus on consultative solution-based sales fundamentals that can be applied in the entrepreneurial selling environment. (Cross-listed with MKT 4760, BSAD 8766)
Prerequisite(s)/Corequisite(s): GPA 2.5 or better; MKT 3100 with a 2.5 grade or better; MKT 3310 with a 2.5 grade or better; or permission of instructor. Not open to non-degree graduate students.