



## **Undergraduate Entrepreneurship Courses**

*Rev. April 8, 2019*

### **ENTR/BUAD150: Business Basics for Entrepreneurs (4 cr, online)**

Introduction to basic concepts from accounting, finance, management, and operations management that are pertinent to starting and running a new business. Topics are covered by subject matter experts.

### **ENTR155: Startup of the Professional You (1cr, online)**

Focuses on the development of practical professional skills, building meaningful relationships and fostering an entrepreneurial mindset. Students will learn how to brand themselves through the use of social media; acquire communication, social influence, and networking skills; and develop an understanding of how to succeed in any workplace.

### **ENTR156: From Ideas to Action (1 cr, online)**

Introduction to the entrepreneurial process involved in generating ideas and moving from an idea to entrepreneurial action. Tools and practices associated with evidence-based entrepreneurship, which can be described as "building a business like a scientist," are emphasized. Focus is on conceiving, initial testing and pitching of a business idea that is of interest in pursuing.

### **ENTR157: Venturing for Good (1 cr, online)**

Introduction to key concepts and challenges associated with utilizing entrepreneurial ventures as a sustainable and effective means for addressing important societal and environmental problems. Use of an evidence-based process and giving special attention to the needs of beneficiaries in developing revenue generating nonprofit organizations and mission-driven businesses are emphasized as best practices for turning ideas into action.

### **ENTR158: Inventions, Innovations & New Technologies (1 cr, online)**

Just because something is new does not mean it's also useful. There's a big difference between invention and innovation. Provides engineers, designers, technologists and anyone interested in new ideas with a basic understanding of the processes used to translate new technologies and inventions into marketable innovations and new ventures. Explores grand challenges and disruptive new technologies that may help to address them.

### **ENTR160: Professional Development for Innovators I (1 cr)**

Through workshops, networking opportunities, and reflections, this course provides a solid foundation for developing the personal capacities needed to successfully adapt and thrive amidst rapid change. It is designed to be taken during your first semester as an entrepreneurship major.

### **ENTR161: Professional Development for Innovators II (1 cr)**

Through workshops, networking opportunities, and reflections, this course continues to build a solid foundation for developing the personal capacities needed to successfully adapt and thrive amidst rapid change. It is designed to be taken during your second semester as an entrepreneurship major.

### **ENTR/LEAD253: Individual Leadership – Building a Foundation for Success (3 cr)**

You can't lead others until you begin the lifetime, rhythmic process of leading yourself. While this seems intuitive and easy, experience teaches that it is a difficult, ever-lasting challenge. Focuses on developing the mindset, habits, character ethic and capabilities needed to continuously improve your life and the lives of those you care most about. Great questions, great thinking and thoughtful reflection are emphasized.

**ENTR/BHAN256: Mindfulness for Innovation, Creativity and Entrepreneurship (1 cr, online)**

Provides an introduction to mindfulness practices to: increase cognitive flexibility, improve problem solving, overcome failure, and develop skills pertinent to innovation and creativity. Students will receive coaching in how to apply mindfulness strategies in their daily lives, specifically in the area of human performance and innovation. Based on emerging research, participants will learn to develop and capitalize on attentional skills for success in problem solving, leadership, stress management and resilience.

**ENTR260: Landing Your Dream Internship (1 cr)**

Every student / entrepreneur should be able to create a vision of their future and define tangible goals to achieve it. This course will be fast-paced. It will teach and walk students through the process of networking and ideally, obtaining an actual internship to advance toward their desired future.

**ENTR/BUAD350: Introduction to Entrepreneurship (3 cr, SSCI Breadth)**

Focus on understanding the basic concepts, tools, and practices of entrepreneurship and the development of entrepreneurial skills. The entrepreneurial process (opportunity recognition, resource marshaling, and team building driven by communication, creativity, and leadership) and business planning are emphasized.

**ENTR351/BUAD: Entrepreneurial Marketing (3 cr)**

Explore basic and advanced marketing topics pertinent to bringing new innovations to market, including: product concept testing and the new product development process; customer behavior as it relates to the adoption of new products; characteristics of high technology and other types of entrepreneurial markets; test marketing; market segmentation, targeting, and positioning; the formulation of go-to-market strategies (including product, distribution, promotional, and pricing strategies); and entrepreneurial selling.

**ENTR353: Entrepreneurial Apprentice: Leadership & Influence (3 cr, DLE)**

Focus on the development of entrepreneurial leadership and influence skills through the completion of hands-on tasks in actual business situations.

**ENTR355: User-Centered Research Methods for Entrepreneurs (3 cr)**

Provides foundational tools for understanding customer and societal issues on an individual and contextualized level. User-centered research methods such as observation, depth interviewing, cultural consensus analysis and projective techniques are applied to identifying problems, unmet needs and opportunities. User-centered methods are also utilized to guide idea generation and solution testing as students engage in real-world application across a variety of fields.

**ENTR356: Creativity and Design Thinking (3 cr)**

Introduction to creativity theory and creative problem-solving, including the highly valuable capacities of design thinking. Topics include creativity processes, problem-finding, user-experience methods, idea-generating techniques and developing a creative disposition. Students also develop design thinking skills as they engage in creative activity.

**HLTH/ENTR360: Entrepreneurship in the Health Sciences (3 cr)**

Provides structured guidance to students who have been accepted for participation in the First Step Grand Challenges Program. This includes a focus on executing a user-centered and evidence-based innovation & entrepreneurship process, effectively engaging domain experts & mentors and reflecting on first-hand experiences to maximize learning.

**ENTR364: Entrepreneurship in Practice: Internship (3 cr, DLE)**

Emphasizes career development, reflection, and personal assessment. It is designed to accompany a minimum of 100 hours of employment in an entrepreneurial context. Restriction: Enrollment is limited to students who are

participating in the E-Internship Program (through the Entrepreneurial Studies Program) or an internship that has been approved by the course instructor.

### **MEEG/ENTR409: Prototype to Product (3 cr)**

This studio-based course is centered on substantively advancing early stage prototypes, from prior courses such as Senior Engineering Design, into real-world products. Work in teams on pre-selected projects, with project deliverables and milestones agreed upon within student teams and amongst the faculty instructors. Periodic lectures that will expose students to topics such as advanced prototyping techniques, design for manufacture, and select entrepreneurial concepts. The latter will include end user profiling, market size estimation, cost-of-goods analysis, and building basic business models in order to guide commercialization decisions.

### **CHEG/ENTR410: Acceptance and Resistance to Innovation (3 cr)**

Why are novel technologies readily accepted in some communities, yet resisted in other communities? Students will learn through case studies of historical technologies such as the printing press, farm mechanization, and refrigeration as well as contemporary technologies such as genetically modified foods and solar energy.

### **ENTR420: Social Entrepreneurship (3 cr, DLE)**

Focus on developing creative, sustainable solutions to address societal problems. The course is designed to empower students to see social entrepreneurship as a force for social change and give them the knowledge, skills and connections needed to make an impact on the lives of others.

### **ENTR450: Business Accelerator for New Ventures (1-6 cr, DLE)**

Focus on helping students who have well-developed business ideas and/or existing businesses to accelerate the startup & growth of their companies. Begin with the conduct of a business model audit to determine appropriate goals/milestones for each business. Students will be tasked with developing and implementing strategies to accomplish their goals/milestones. Whenever possible, students will be connected with providers of needed services, financial resources, and mentors. (Prereqs: ENTR350 and 351 or instructor permission)

### **ENTR451/BUAD: Special Topics in Entrepreneurship (3 cr)**

Examines selected topics of current interest in various areas of entrepreneurship.

### **ENTR452: Entrepreneurial Selling (3 cr)**

Selling, broadly defined, is critical to the formation, development and success of any new venture - from projects for social change to startup businesses. Every maker, innovator and entrepreneur needs to be able to sell if they hope to effectively communicate their vision, recruit a team, learn from customers, secure funding and accomplish their higher purpose. Focuses on general practices as well as the unique aspects of selling in entrepreneurial contexts.

### **ENTR455: Startup eXperience (3 cr, DLE)**

Students work together in interdisciplinary teams to learn and utilize a repeatable method for developing viable business concepts. Core topics include: customer development, lean startup, types of businesses, opportunity recognition, ideation, validation of business model hypotheses, intellectual property, business strategy, team building, and venture capital.

### **ENTR456: Startup eXperience II (3 cr, DLE)**

Involves attempting to develop and launch a high growth potential business. Students work together in interdisciplinary teams to validate their business concepts, optimize business processes and strategies, and begin to acquire customers. Challenges associated with rapid growth are emphasized. (Prereq: ENTR455)

### **ENTR/ACCT457: Legal Issues for Entrepreneurs (3 cr, SSCI Breadth)**

Explores important legal issues faced by entrepreneurs as they put their ideas into action. Topics are sequenced to mirror the entrepreneurial process, beginning with pre-startup issues like partnership agreements and intellectual

property, continuing to entity formation, governance and ownership issues, and ending with emerging growth and exit transactions.

#### **ENTR458: Developing New Technology-Based Products (3 cr, DLE)**

Presents frameworks for developing commercially feasible applications of new technology. Students work together in teams to complete proof of concept testing that typically involves primary and secondary market research and an assessment of technological feasibility, value, and use for specific applications.

#### **FINC/ENTR459: Startup Finance and Raising Capital for Entrepreneurs (3 cr)**

Examines the sources of capital for new and growing companies with a special emphasis on angel investment, venture capital, private equity, and non-dilutive and other niche options; the management of cash flows; uses of capital; and financial statement presentation and analysis (a cornerstone of valuation, lending/borrowing, and investing). Case examples and live projects are emphasized to provide students with firsthand experience in financial decision making for startup and emerging growth businesses.

#### **ENTR/ELEG460/MSEG425: High Technology Entrepreneurship (3 cr)**

Focuses on critical financial, legal, scientific and engineering issues confronted during initial planning stages of a start-up enterprise. Students work in teams to develop a real world business product offering.

#### **ENTR461: Corporate Innovation & Intrapreneurship (3 cr)**

Every company faces an innovation imperative. In other words, they need to continuously improve their products and bring new offerings into the marketplace or risk being disrupted by competitive forces. This course focuses on corporate innovation and intrapreneurship. Unique challenges associated with exploring new ideas while optimizing value delivery and capture from existing products are highlighted. Special attention is given to issues of governance, leadership, technology introduction, portfolio management, corporate social responsibility and sustainability.

#### **ENTR464: Social Entrepreneurship Practicum (3 cr, DLE)**

Provides students with guided reflection and learning as they engage in a practical social entrepreneurial engagement of their choice. This may include participation in established programs within the University, such as First Step Grand Challenges, Service Learning Scholar, or others; or may be an internship engagement with an organization, issue, or cause outside the University.

#### **ENTR/GEOG/GEOL/MAST489: Eco-Entrepreneurship Practicum (3 cr, DLE)**

Complete an eco-entrepreneurship practicum of their choosing (subject to instructor approval) and receive structured guidance. Must involve helping to solve an environmental problem confronting society and include 100+ hours with a primary focus on working to develop a new and uniquely valuable solution to the problem. May include participation in established enrichment/co-curricular programs within the University; such as First Step Grand Challenges, Service Learning Scholars, or VentureOn; alternatively, it may involve an internship with an entity beyond the University.