

Undergraduate Course Descriptions

ENTR 150

4 credit online course

Business Basics for Entrepreneurs

This course introduces students 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.

ENTR 155

1 credit online course

Startup of the Professional You

This course is designed to provide practical career development skills, build meaningful relationships and foster 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.

ENTR 156

1 credit online course

From Ideas to Action

This course provides an 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 describe as “building a business like a scientist,” are emphasized. Course deliverables focus on conceiving, initial testing and pitching of a business idea that students may be interested in pursuing.

ENTR 157

1 credit online course

Venturing for Good

This course introduces 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.



ENTR 267

3 credit online course
pending approval

Designing Solutions for Grand Challenges

This course emphasizes concepts from design thinking, engineering, entrepreneurship and leadership to guide cross-disciplinary teams through the process of: (1) identifying and understanding a specific problem associated with one of society's grand challenges in engineering, global health or development, (2) understanding client/customer/beneficiary and fostering collaboration, (3) developing creative solutions, (4) gathering validation evidence, (5) prototyping and design iteration, and (6) seeking buy in and support for an innovative solution. The course is taught by a cross-college team of at least 2 faculty.

ENTR 267

1 credit hybrid course
pending approval

Mindfulness for Innovation

This course introduces mindfulness to equip students with skills to: increase cognitive flexibility, improve problem solving, overcome failure, and develop skills of 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. Engaging in mindfulness practices will help to improve capacities for problem solving, leadership, stress management and resilience. The course is offered in a hybrid format where a fully established online class will be supplemented with a few face-to-face meetings throughout the semester.

ENTR 350**Introduction to Entrepreneurship**

This course teaches students to build a business like a scientist. It focuses on understanding basic concepts, gaining experience with useful tools and beginning to develop entrepreneurial skills through hands-on learning. Students will learn about the entrepreneurial process (opportunity recognition, idea generation, business model validation and business launch and operation) and the applicability of this process to a broad range of business contexts.

ENTR 351**Entrepreneurial Marketing**

This course covers 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.



ENTR 353
DLE

Entrepreneurial Apprentices: Leadership and Influence

This course focuses on the development of entrepreneurial leadership and influence skills through the completion of a series of hands-on challenges that extend the boundaries of the classroom into the real world. Challenges are designed to provide encapsulated experiences completing tasks typically involved in launching new businesses. Each challenge is designed to promote the acquisition of valuable knowledge and skills relating to entrepreneurship, including opportunity recognition, idea development and testing, bootstrapping together necessary resources, influence and personal selling, marketing and networking.

ENTR 355

User-Centered Research Methods for Entrepreneurship

This course 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.

ENTR 356

Creativity and Design Thinking

This course provides an 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.

ENTR 364
3 credit online course
DLE, internship

Entrepreneurship in Practice

This course is designed to supplement your internship experience with career development learning and activities. The internship should be in an area relating to your major AND have entrepreneurial relevance (i.e. must be forward looking, growth oriented). Internships can be paid or unpaid and a minimum of 100 hours is required.



ENTR 420
DLE

Social Entrepreneurship

This course focuses 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.

ENTR 450
DLE

Business Accelerator for New Ventures

This course focuses on helping students who have well developed business ideas and/or existing businesses to accelerate the startup and growth of their companies. The course will begin with the conduct of a business model audit to determine appropriate goals/milestones for each business. Students will then 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.

Permission from Horn Entrepreneurship is required for enrollment. Please contact hornprogram@udel.edu for more information.

ENTR 451

Special Topics in Entrepreneurship

This course allows students to examine selected topics of current interest in various areas of entrepreneurship.

ENTR 455
DLE

Startup eXperience I

This course involves attempting to conceive, validate and develop a high growth potential business. Students from technical and business backgrounds work together in teams to learn and utilize a repeatable method for developing viable business concepts. Types of businesses, opportunity recognition, ideation, and validation of business model hypotheses are emphasized. Additional core topics include: intellectual property, venture capital, business strategy, and team building.



ENTR 457

Legal Issues for Entrepreneurs

This course 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.

ENTR 458
DLE

App Development for New Technology

This course 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.

ENTR 459

Startup Finance and Raising Capital for Entrepreneurs

This course 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 467
pending approval

Cultivating Entrepreneurship

This course develops skills in cultivating an entrepreneurial mindset with a specific focus on the impact of entrepreneurship within governance structures of public institutions.

ENTR 467
pending approval

Entrepreneurial Selling

This course covers the key aspects of how sales are critical to the formation, evolution and ultimately the success of any new venture. Course work will emphasize the ability to sell through communicating the vision, explaining the product, recruiting a team, listening to potential customers or raising capital. It also teaches the concepts of verbal and written selling skills and will build these personal skills in a very hands-on manner.



ENTR 467

pending approval

Innovation and Intrapreneurship

This course focuses on the corporate innovation process and the methodology for the management of an organization and individuals with responsibility for growth using innovation and creativity. We will explore the origins of creative thought and the interactions of the individual with the organizational and social environment in order to understand how ideas are generated and linked to opportunities.

The goal is to give students practice in thinking through management and governance issues, so that they develop the ability to deal with the wide range of potential problems that affects new business ventures; whether these are independent stand-alone businesses or new ventures within existing corporations. Special attention is given to issues of governance, leadership, technology introduction, portfolio management, corporate social responsibility and sustainability in new business ventures.

ENTR 467

pending approval

Prototype to Product

This course aims to substantively advance early stage prototypes from prior courses into real-world products, specifically for addressing grand challenges in global health. Periodic lectures will expose you to topics such as advanced prototyping techniques, design for manufacture, and select entrepreneurial concepts. Engage in team-based design thinking to devise real solutions for positive social impact.

