Entrepreneurship (ENTR)

ENTR 301. Entrepreneurship Toolbox I. 3 Credits.
The course emphasizes the "soft" skills an entrepreneur will need during the early years of business formation and growth. It will provide students with a series of frameworks, skills and techniques that can be used in growing entrepreneurial businesses. Students will explore ways to shape and evaluate the viability of potential opportunities by understanding key industry factors, market and competitive factors and customer needs. Students will gain a better understanding of personal entrepreneurial capacity, team building and management. The course relies on non-traditional, experiential learning methods and cases to help students learn. Prereq: ENTR 201.

ENTR 302. Entrepreneurship Toolbox 2. 3 Credits.
Business majors and minors, non-business majors, and non-degree seeking students will develop an understanding how Accounting, Finance, and Operations Management apply to start-up and small businesses. The course will help students differentiate between what they need to know in these areas to function as an entrepreneur, and when the advice of a professional in these area is needed. Prereq: ENTR 201.

ENTR 401. Entrepreneurship Capstone. 3 Credits.
This course is designed to teach people with entrepreneurial aspirations a process for how to take an idea and turn it into a reality. Students will explore ways to shape and evaluate the viability of these opportunities by understanding key industry factors, market and competitive factors and customer needs. This course provides an opportunity for you to work with other students with varied skills and expertise in order to develop an entrepreneurial opportunity. The main purpose of this course is to allow you to work to develop a new business proposal by generating an idea, using business modeling techniques to "flesh out" that idea and define the venture opportunity, moving through the customer research and development process, and assessing how to improve their new venture concept. Prereq: ENTR 301, ENTR 302.