

# Entrepreneurship (ENTR)

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**ENTR 201. Introduction to Entrepreneurship. 3 Credits.**

Business majors and minors, non-business majors, and non-degree seeking students will receive an introduction to the entrepreneurial process, evaluating the market feasibility of new product and business ideas, and launching an entrepreneurial venture. Students will develop an understanding of the business concept and business model. Students will analyze social structures that predict human behaviors and affect consumer decision making, through practical hands-on exercises. Building on researched theories surrounding various ideation methods, such as design thinking, they will apply higher-level problem-solving skills to discover core customer problems and generate original solutions.

**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. Co-req: ENTR 201 or MGMT 470.

**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 201 or MGMT 470. Co-req: ENTR 301 or ENGR 310 or ENTR 440 or MGMT 472.

**ENTR 440. International Entrepreneurship. 3 Credits.**

This course teaches how to develop a feasible business model for international or immigrant entrepreneurs. Prereq: ENTR 201 or MGMT 470 and restricted to College of Business professional major or minor with an accumulative minimum 2.5 GPA.

**ENTR 491. Seminar. 1-5 Credits.****ENTR 494. Individual Study. 1-5 Credits.****ENTR 496. Practicum/Internship. 1-15 Credits.****ENTR 695. Field Experience. 1-15 Credits.**