ENTREPRENEURSHIP (ENTR)

ENTR 500: Innovation and Entrepreneurship
1-3 Credits
Practical and theoretical insights into analyzing a new business opportunity that you have created. ENTR 500 Innovation and Entrepreneurship (1-3)In this course, you will explore the individual, group, organizational, and inter-organizational levels of analysis. You will gain both practical and theoretical insights from the course as well as creativity, innovation, and entrepreneurship by focusing on the initial identification and quantification of an innovative opportunity and presentation to stakeholders.

ENTR 502: Business Modeling and New Venture Creation
2-3 Credits
ENTR 502 focuses on the process of launching a new venture, in a corporate setting or as a new startup, including identifying a problem or market opportunity, developing business models, forming a team, financing, analyzing markets, assessing the competitive environment, and planning to acquire leadership talent. A business model canvas framework is used as the primary tool for describing, analyzing, and designing business models. In essence, this course identifies and defines the key components necessary to develop a formal business plan. Concepts and techniques explore new venture creation business strategies, including different approaches for business model development. Students will gain insight into how to translate new ideas into viable projects and business ventures. Students will learn the importance of understanding markets, customer segments, and the competitive landscape, as well as how to obtain funding for new ventures. Lastly, the issue of how to acquire leadership and human resource talent to make a new venture viable over time is investigated.

ENTR 503: Garber Venture Capital Practicum
1-2 Credits/Maximum of 2
Structure investment opportunities, conduct due diligence, and potentially invest funds from the Smeal College of Business Garber Venture Capital Fund.

ENTR 504: Essentials of Business Planning
2 Credits
Create a concise and coherent business plan for a start-up or a new corporate initiative.

ENTR 596: Individual Studies
1-9 Credits/Maximum of 9
Creative projects, including nonthesis research, that are supervised on an individual basis and which fall outside the scope of formal courses.

ENTR 597: Special Topics
1-9 Credits/Maximum of 9
Formal courses given on a topical or special interest subject which may be offered infrequently; several different topics may be taught in one year or semester.

ENTR 810: Emerging Trends, Technology, and Corporate Innovation
3 Credits
This course explores emerging trends and disruptors in technology and industry that create new markets and influence decision making, product development, business models, and business practices associated with innovation. This course covers the major areas of concern that affect disruptive innovation and examine the role of disruptive innovation in fostering new business ventures. Specific examples of disruptive innovation will be analyzed. Students will gain insight into how breakthroughs in technology, science, and business modeling play out in establishing new products and markets. Students will be exposed to, and investigate, the best practices of key industries (e.g., healthcare, manufacturing, banking, retail, etc.) and organization functions (e.g., marketing, finance, research and development, sales, etc.) as they relate to fostering and supporting innovation and entrepreneurship in a business enterprise. Students will learn the importance of taking an interdisciplinary approach to thinking about and planning innovation projects and programs, in terms of both internal and external forces.

ENTR 820: Corporate Innovation Strategies and Entrepreneurial Methods
3 Credits
This course is designed to allow students to integrate, synthesize, and apply what they have learned in prior courses, and gain further insight into two major drivers of business success, innovation and entrepreneurship. As such, this course will serve as a culminating interdisciplinary approach to thinking about and planning innovation projects and programs, in terms of both internal and external forces.

ENTR 830: Entrepreneurial Business Planning and Strategy Execution
3 Credits
This course is designed to allow students to integrate, synthesize, and apply what they have learned in prior courses, and gain further insight into two major drivers of business success, innovation and entrepreneurship. As such, this course will serve as a culminating interdisciplinary approach to thinking about and planning innovation projects and programs, in terms of both internal and external forces.
execute implementation strategies. Various implementation approaches will be compared and contrasted. The course will also enable students to construct business models and plans that present key points in a direct, clear, and appealing way.

**Prerequisite:** ENTR 810 and ENTR 502 and ENTR 820