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 571: Strategic Innovation in Corporate Networks
2 Credits
Capstone course integrating themes related to innovation by exploring entrepreneurship as strategic force throughout a full range of corporate entities.

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.
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(protectably for a new venture). The key elements of a formal business plan will be explored in-depth, including how to write an executive summary, product description, market assessment, team formation plan, pricing models, sales forecasting, financial planning, and implementation planning. The course will emphasize the context and issues associated with developing a formal business plan, developing and understanding business models, and using the planning process to formulate and 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