ENTREPRENEURSHIP (ENTR)

**ENTR 300: Principles of Entrepreneurship**
3 Credits
Overview of the fundamental principles and processes of entrepreneurship including idea generation and opportunity analysis.

**Prerequisite:** ACCTG211, ECON 102

**ENTR 320: Entrepreneurship and New Venture Creation**
3 Credits
Explores the process for starting and growing a new venture including the development of a business plan.

**Prerequisite:** ENTR 300

**ENTR 400: Financing Entrepreneurial Ventures**
3 Credits
Overview of alternative forms of financing including seed capital, valuing a company, going public, partnerships, and acquisitions.

**Prerequisite:** B A 243 or B LAW 243; ENTR 320, FIN 301

**ENTR 410: Entrepreneurial Marketing**
3 Credits
Principles of Internet marketing and strategies for marketing new ventures on the Web.

**Prerequisite:** ENTR 320, MIS 204, MKTG 301

**ENTR 430: Entrepreneurship and New Product Development**
3 Credits
Examines the process of designing, testing and launching new products, and developing a strategy for commercialization of the technology.

**Prerequisite:** ENTR 300

**ENTR 440: Entrepreneurship and Franchising**
3 Credits
Overview of the entire franchising process with a focus on licensing and distributorship, trade marks, strategy, and growing the enterprise.

**Prerequisite:** ENTR 300

**ENTR 496: Independent Studies**
1-18 Credits/Maximum of 18
Creative projects, including research and design, that are supervised on an individual basis and that fall outside the scope of formal courses.

**ENTR 497: Special Topics**
1-9 Credits/Maximum of 9
Formal courses given infrequently to explore, in depth, a comparatively narrow subject that may be topical or of special interest.