

ENTREPRENEURSHIP (ENTR)

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.

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: (BA 241 and BA 242) or BA 243 or BLAW 243 or ENTR 320 or 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.