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: (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 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.