

ENTREPRENEURIAL MANAGEMENT (ENTR)

ENTR 0--. ENTR LOWER DIVISION. (0-10 Credits)

Lower Level Coursework in Entrepreneurial Management

Level: Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Transfer

Schedule type(s): Lecture, Web Instructed

Area(s) of Inquiry: None

ENTR 1--. ENTR UPPER DIVISION. (0-10 Credits)

Upper Level Coursework in Entrepreneurial Management

Level: Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Transfer

Schedule type(s): Lecture, Web Instructed

Area(s) of Inquiry: None

ENTR 101. INTRODUCTION TO ENTREPRENEURSHIP. (3 Credits)

This course introduces students to entrepreneurship and the vital role entrepreneurs and innovation play in the global economy. Using the current leading business model generator, Business Model Canvas, this course uses a project-based, immersive, and intensive approach to guide you in making assumptions and utilizing data gained through research to conceptualize and capitalize on opportunities resulting in the formation of a business idea. Course topics include idea generation, mapping the ecosystem, creating customer profiles, developing an initial marketing strategy, identifying a minimal viable product, and cultivating a growth mindset to pivot or persevere to overcome rejection and failure. Students will develop resiliency while developing research, communication, and presentation skills.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

ENTR 150. NEW VENTURE MODELING. (3 Credits)

This course examines the concepts and tools, including emerging technologies, necessary to pursue social, commercial, scientific, and artistic business ventures. Emphasis will be placed on identifying the processes and data used to classify and manage costs and processes, preparing external financial information to seek financing and internal financial projections to manage costs and pivoting, developing management and operation plans to adjust management, operations, and marketing, and preparing to launch a new venture. It will include case studies, interaction with entrepreneurs, and examples of new ventures in the social, commercial, scientific, and artistic areas. Prereq.: ENTR 101 (may be taken concurrently)

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): ENTR 101 (may be taken concurrently)

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

ENTR 190. NEW VENTURE PLANNING. (3 Credits)

A capstone class in entrepreneurial management. The primary objective is to have each student team develop an entrepreneurial concept into a full business plan based on an existing or new start-up incorporating all functional areas of the envisioned organization for presentation to venture capitalists or bankers. The project will include an action plan, timetable, and metrics to implement and measure success and progress. Coverage will also include the various opportunities available as an entrepreneur – manufacturing, retail, wholesale, services, and social enterprises – as well as presentations by community and global partners to broaden the student's scope of learning. Prereq.: ENTR 150 and MKTG 101

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): ENTR 150

Corequisite(s): None

Restrictions:

Enrollment limited to students with a classification of Junior or Senior.

Enrollment is limited to Professional Health Care or Undergraduate level students.

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

ENTR 198. TOPICS IN ENTREPRENEURSHIP. (1-3 Credits)

Timely or innovative course in entrepreneurship. Not scheduled regularly.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study, Lecture, Web Instructed

Area(s) of Inquiry: None

ENTR 199. ENTR INDEPENDENT STUDY. (1-3 Credits)

Individual advanced study and research under faculty supervision.

Level: Non Degree Coursework, Professional Health Care, Undergraduate

Prerequisite(s): None

Corequisite(s): None

Restrictions: None

Primary grade mode: Standard Letter

Schedule type(s): Independent Study

Area(s) of Inquiry: None