ENTREPRENEURSHIP (ENTR)

ENTR 201 # - The Entrepreneurial Mindset and Innovation 3 Credits
Prerequisite(s): ENWR 105 or HONP 100. Special fee. This hands-on, highly interactive course is for all students interested in someday beginning or owning a business or enterprise, or just exploring how entrepreneurs think and innovate. Students pursuing any major or discipline will benefit from the lessons and real-life stories of guest entrepreneurs. Students will explore creative problem solving and, in teams, develop and test problem solutions using an "opportunity discovery canvas" approach. Teams will receive guidance and feedback from instructors, mentors, and guest speakers. This course may be taken as a stand-alone course or as the first of three courses leading to a Certificate in Entrepreneurship. 3 hours lecture.

ENTR 290 # - Selected Topics in Entrepreneurship 3 Credits
Prerequisite(s): ENWR 105 or HONP 100; departmental approval. Special fee. An examination of topics not covered in existing entrepreneurship classes. Course topics will vary to reflect current issues, emerging cross disciplinary intersections and student interest. Through experiential activities, guest speakers, current readings and/or case studies students are exposed to emerging interdisciplinary topics within the broad area of entrepreneurship. May be repeated for a maximum of 9 credits. 3 hours lecture.

ENTR 301 # - Creating Your Startup Business Model 3 Credits
Prerequisite(s): ENTR 201. Corequisite(s): ENTR 302. Special fee. This course takes students who have completed The Entrepreneurial Mindset and Innovation course deeper into the process of startup enterprise development. The course is structured to be delivered in a concentrated format and taken in the same semester as (followed by) Course III, Preparing to Pitch and Launch Your Startup. Teams of students will test their entrepreneurial ideas using a creative "lean canvas" approach to constructing a business model. Students will "get out of the building" and in a cyclical process of trial, feedback and retrial, modify or revise their models, and create prototypes or mockups of their proposed products or services. Each team will be assigned a mentor who is an experienced entrepreneur. The course will culminate in formal presentations by each team to a panel of instructors, mentors and entrepreneurs. 3 hours lecture.

ENTR 302 # - Preparing to Pitch and Launch Your Startup 3 Credits
Prerequisite(s): ENTR 201. Corequisite(s): ENTR 301. Special fee. With this experiential course, students who have completed The Entrepreneurial Mindset and Innovation (Course I) and Creating Your Startup Business Model (Course II) will conclude the series and earn a Certificate in Entrepreneurship. The course is structured to be delivered in a concentrated format and taken in the same semester as (following) Course II. Teams of students will work with instructors and mentors to further refine and validate their business models and product/service offerings and prepare formal "pitches" for potential investors and partners. Students will explore in greater depth the financial feasibility of their models, develop a sales and marketing "roadmap" and consider the range of funding options. Guest speakers will include venture capitalists and investors as well as crowdfunding experts and successful entrepreneurs. The course will culminate in a formal juried pitch competition open to university students, faculty and staff. 3 hours lecture.

ENTR 310 # - Entrepreneurial Accounting and Finance 3 Credits
Prerequisite(s): ENTR 201. Special fee. An examination of the accounting and financial issues and problems faced by entrepreneurial ventures. Topics include understanding the four main financial statements and their relationship with each other, sources of capital (including non-traditional sources such as crowd funding), financial statement analysis, forecasting, working capital management, coping with financial distress, business valuation, and ethical issues. 3 hours lecture.

ENTR 320 # - Marketing for Entrepreneurs 3 Credits
Prerequisite(s): ENTR 201. Special fee. This course will examine the marketing issues and problems faced by entrepreneurial ventures. Topics include the four main elements of marketing, market research, marketing on a tight budget, go to market strategies, digital and social marketing, and branding. Not open to Business Administration or Accounting majors. 3 hours lecture.

ENTR 350 # - Entrepreneurship Cooperative Education 1-3 Credits
Prerequisite(s): Departmental approval. Special fee. Students are required to accumulate 200 hours of entrepreneurship experience (approximately 15 - 20 hours/week) working for an entrepreneurial organization, including startups. In addition, students complete assignments designed to enhance their understanding of entrepreneurship strategies and tactics used by the employing organization, entrepreneurship trends, career opportunities, and the attitudes and skills necessary for beginning and growing a business. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Feliciano Center for Entrepreneurship faculty.

ENTR 571 # - Advanced Entrepreneurial Mindset and Innovation 3 Credits
Prerequisite(s): ENTR 571. Corequisite(s): ENTR 573 (Must be taken in same semester). Special fee. Students in this hands-on, interactive course explore the ways entrepreneurs think and innovate. Through a series of team-based exercises, students engage in creative problem-solving and develop test solutions using an "opportunity discovery canvas" approach. Students lead teams and receive guidance and feedback from instructors, mentors, and guest speakers. 3 hours lecture.

ENTR 572 # - Advanced Startup Business Model 3 Credits
Prerequisite(s): ENTR 571. Corequisite(s): ENTR 573 (Must be taken in same semester). Special fee. Leaders of teams test their entrepreneurial ideas using a creative "lean canvas" approach to constructing a business model. Students oversee a team's cyclical process of trial, feedback, and retrial. Students modify or revise their models, and create prototypes or mockups of their proposed products or services. Students formally present their team's idea to a panel of instructors, mentors, and entrepreneurs. 3 hours lecture.

ENTR 573 # - Advanced Strategies to Pitch and Launch Your Startup 3 Credits
Prerequisite(s): ENTR 571. Corequisite(s): ENTR 572 (Must be taken in same semester). Special fee. In this experiential course, students lead teams and work with instructors and mentors to further refine and validate business models and product/service offerings. Students lead a team and prepare formal "pitches" for potential investors and partners. Students explore in greater depth the financial feasibility of their models, develop a sales and marketing "roadmap," and consider the range of funding options. Guest speakers include venture capitalists and investors, and successful. 3 hour lecture.
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ENTR 577 # - Selected Topics: Entrepreneurship  1-3 Credits
Special fee. An examination of topics not covered in existing entrepreneurship classes. Course topics will vary to reflect current issues, emerging cross-disciplinary intersections, and student interest. Through experiential activities, guest speakers, current readings, and case studies students are exposed to emerging, interdisciplinary topics within the broad area of entrepreneurship. May be repeated for a maximum of 9 credits. 3 hours lecture.