Entrepreneurship

Courses

ENT 1100 Introduction to Entrepreneurship: 3 semester hours
This course focuses on the fundamental ideas of entrepreneurship. Students will develop a working knowledge of entrepreneurial concepts, vocabulary, skills, and tools through case studies and practical applications. Students will actively participate in hands-on learning and team building exercises and will prepare a business simulation.

ENT 2130 Business in the Arts: 3 semester hours
This course takes an in-depth look at business aspects through the lens of the arts, with an emphasis on cultivating and developing an entrepreneurial perspective.

ENT 3100 Applications of Entrepreneurship: 3 semester hours
This course focuses on applying and analyzing processes of entrepreneurship as they relate to successfully launching and scaling new ventures in both startup and existing organizations. By focusing on a single, real-world entrepreneurial opportunity in a topically selected industry, students will learn about developing an entrepreneurial mindset, creating and finding opportunities, ideation, design thinking, business and revenue model development, market experimentation, bootstrapping, sources of financing, and early-stage venture marketing strategies.

ENT 3133 Customer Relationship Management (CRM): 3 semester hours
Same as MKTG 3733. Prerequisites: ENT 3100, MKTG 3721, and MKTG 3722; or instructor approval. The marketing and sales technology framework covered in this course includes project management, automation and email, Customer Experience Platforms (CMS), Customer Relationship Management (CRM) systems, E-Commerce, data analytics and internet sources. The course covers best-in-class technologies for use in small businesses through enterprises. Students will learn how to immediately apply the marketing technology roadmap and choose the right digital marketing tools to execute successful campaigns. Students may not receive credit for more than one of ENT 3133, MKTG 3733, and MKTG 5733.

ENT 3140 Creativity and Systems for Innovation: 3 semester hours
Prerequisites: ENT 3100 or consent of instructor. This course examines systems theory, and its application to entrepreneurship and intrapreneurship. Students will develop the ability to understand and solve problems and initiate opportunities by thinking in new ways. Students will learn about the entrepreneurial ecosystem, including the economic, social, and political factors acting on it, and how to use it to increase good outcomes.

ENT 3145 Seminar in Venture Capital and Private Equity: 3 semester hours
Same as FINANCE 3545. Prerequisites: ENT 3100 and FINANCE 3500. This course examines venture capital and private equity firms as an important category of financial institutions. The main focus of the course is on financial, economic, and legal issues that develop between venture capital firms and their limited partners and between private equity firms and the firms in which they invest. More specifically, the course will explore the following processes: (1) how private equity and venture capital firms raise capital; (2) how they deal with firms in which they invest; and (3) how they exit investments. The course also discusses technology development process including protection through patents before they are licensed or used to establish as startup companies.

ENT 3150 Experiential Entrepreneurship: 3 semester hours
Prerequisites: ENT 3100 or consent of instructor. Students will work in teams mentored by experienced entrepreneurs to generate innovative ideas and transform them into business models for economically viable business ventures. Experiential learning will be used in live customer discovery, prototyping, and market validation.

ENT 3161 New Product Development: 3 semester hours
Prerequisites: ENT 3100. This course introduces students to a formal process used to develop new physical products. Throughout the process, students learn how an abstract idea can be transformed into concrete product concepts that will in turn be translated into tangible working prototypes.

ENT 4001 Accelerate Capstone: 3 semester hours
Same as BUS AD 4001. Prerequisites: ENT 1100, and either EDUC 2002 or ENT 3140, or consent of instructor. This course provides students with a capstone experience taking an idea from planning to “launch.” This should be the last course taken in the certificate sequence and may involve elements of an instructional seminar and a practicum. May be taken in conjunction with other courses within the certificate, but it is highly suggested as the final course in the sequence.

ENT 4114 Entrepreneurship/Small Business Management: 3 semester hours
Same as MGMT 4614. Prerequisites: ENT 3100, BUS AD 2900, FINANCE 3500, MKTG 3700, MGMT 3600, and a 2.0 overall GPA; or consent of instructor. This integrative general management course is designed to communicate the academic principles of business management applicable to solving problems of small and medium-size businesses and assist in their development. This course will provide a background in the forms of business, the development of business plans and systems integration, venture capital, accounting, procurement, promotion, financing, distribution and negotiations for initial organization, and operation and expansion of the firm.

ENT 4147 Introduction to Project Management: 3 semester hours
Same as SCMA 4347. Prerequisites: ENT 3100 and SCMA 3301. This course introduces the concepts and practices of Project Management with a focus on supply chain and analytics related projects. It covers conventional aspects of project management, such as the project evaluation, planning, roles, responsibilities, scheduling, and tracking. In addition, this class introduces agile project management as applicable to projects where there is not the specificity of goals or solutions to be applicable to traditional project management.

ENT 5614 Entrepreneurship and Innovation: 3 semester hours
Prerequisites: Graduate standing. This course focuses on students acquiring skills to capitalize on competitive strengths and market opportunities in dynamic entrepreneurial environments. A major focus will be placed on students developing personal and professional competencies aimed at enabling them to launch successful entrepreneurial ventures via innovation, collaboration, disruption, overcoming obstacles, and having a bias toward action.

ENT 5618 Accelerate Entrepreneurial Experience: 3 semester hours
Prerequisites: Graduate standing. This course focuses on development of entrepreneurial skills and perspectives that facilitate development and testing of actionable product or service ideas. Customer ethnography, the business model canvas, and the development and execution of prototypes or minimum viable products (MVPs) are used to successfully address real world problems.
ENT 5650 Advanced Experiential Entrepreneurship: 3 semester hours
Prerequisites: Graduate standing. Students will work in teams mentored by experienced entrepreneurs to generate innovative ideas and transform them into business models for economically viable entities. Experiential learning will be used in customer discovery, prototyping, and market feasibility analysis. Students will identify potential sources of funding and develop business plan pitch decks.