

Entrepreneurship (ENTR)

COURSES

ENTR 3325. ENTREPRENEURSHIP: THE NEW VENTURE CREATION PROCESS. 3 Hours.

This course provides an introduction to the principles of entrepreneurship. Topics include the role of the entrepreneur, self-analysis of entrepreneurship readiness, opportunity recognition, market research and product development activities, legal issues, sources of capital, budgeting, and cash flow. Upon completion, students should have an understanding of the entrepreneurial process and issues faced by entrepreneurs. Prerequisite: 60 credit hours.

ENTR 4333. CREATIVITY, TECHNOLOGY, AND INNOVATION. 3 Hours.

Waves of innovations are disrupting nearly every sphere of modern life. This course helps you understand and experience just how creative entrepreneurs in either start-up or corporate environments do it. Working with others, using cutting-edge case studies, experiential exercises, and field research, you will consider how innovations across a broad range of emerging technologies meet the market, financial, and environmental demands of a diverse set of current and future stakeholders. Prerequisite: 60 credit hours.

ENTR 4334. DIGITAL ENTREPRENEURSHIP. 3 Hours.

This course introduces students to technologies that an entrepreneur can leverage to support various business activities. Students will be exposed to digital business tools including cloud, mobile, social, data analytics, and software-driven services. Students will gain a conceptual foundation and practical knowledge on using different technical tools to support decision-making and business strategy in entrepreneurial ventures. Prerequisite: 60 hours.

ENTR 4338. ENTREPRENEURIAL FINANCE. 3 Hours.

This course prepares the student to effectively plan for, execute, and control the financial aspects of a new venture. Topics include analyzing financial and accounting information for cash flow management and assessing business performance, identifying and evaluating sources of capital for emerging and small businesses, and strategies for growing and harvesting firms. This course cannot serve as a FINA or ACCT elective. Prerequisite: ACCT 3309 and MANA 3325 or permission of the instructor.

ENTR 4339. PITCHING THE ENTREPRENEURIAL IDEA. 3 Hours.

The course is designed to assist students in developing high quality business ideas, plans and pitches. The course also seeks to provide students with the resources, not only to develop comprehensive, complete and concise business strategies, but to assist students in actually launching their new businesses. Students are expected to participate in the Maverick Entrepreneurship Program and Award (MavPitch) and to compete for a share of cash prizes when offered. Prerequisite: MANA 3325 or with permission of the instructor.

ENTR 4345. SOCIAL ENTREPRENEURSHIP. 3 Hours.

Social entrepreneurship has its roots in the broader field of entrepreneurship, but differs in the fact that social entrepreneurs have a primary goal of creating social impact rather than personal or shareholder wealth. This course is intended for students from any discipline who have an interest in making a difference in communities locally and throughout the world. The course will introduce entrepreneurial concepts including social enterprise, impact investing/SROI, social marketing/movements, behavioral economics, strategic CSR practices and legal formation. This course includes a self-directed project to address a societal problem using the disciplines taught in class. Prerequisite: 60 credit hours.