

ENTR - ENTREPRENEURSHIP

ENTR 3175 Introduction to Entrepreneurship (3-0-3)

This course provides students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. Entrepreneurship is approached as a way of thinking and acting, as an attitude and a behavior. The emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting.

Restriction(s):

Freshman students may **not** enroll.

ENTR 4115 New Venture Creation (3-0-3)

This course focuses on the contributions that new ventures and small businesses make to the economy and society as a whole, the characteristics of successful entrepreneurs, the process of starting up new businesses, and the primary determinants of new venture performance. The primary course activity involves the preparation of a Business Plan for a "prospective" new venture.

Prerequisite(s): (MGMT 3115 with a minimum grade of C and MKTG 3115 with a minimum grade of C) or (MGMT 3109 with a minimum grade of C and MKTG 3109 with a minimum grade of C) and ENTR 3175 with a minimum grade of C

ENTR 4186 Entrepreneurial Small Business (3-0-3)

This course covers the special challenges facing small businesses in today's society. Integrates from a general management perspective the functional knowledge gained in the areas of finance, economics, human resource management, marketing, and operations in order to help prepare the student to manage such businesses. The course covers how to achieve optimum benefits from the limited resources available to small firms, as well as how to plan for growth and succession of a business.

Prerequisite(s): (MGMT 3115 with a minimum grade of C and MKTG 3115 with a minimum grade of C) or (MGMT 3109 with a minimum grade of C and MKTG 3109 with a minimum grade of C)