

Entrepreneurship (ENTR) Courses

ENTR1001 Introduction to Entrepreneurship

This is an introductory course in entrepreneurship, demonstrating how entrepreneurs recognize business opportunities, develop ideas and identify markets. Students learn about different entrepreneurial business models, business planning, the components of a vibrant entrepreneurial ecosystem, and the crucial role of entrepreneurs to business and society. This course also introduces students to the university's business pitch contest as well as other resources available on and off campus. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR2030 Pitching & Planning New Ventures

This course teaches students how to develop and present a business plan for ventures they may launch. Students will learn about the contents of a business plan, the importance of concise executive summaries and presentations, and how entrepreneurial ventures must adjust their business plans as they receive feedback from the real-world.

Prerequisite(s): ENTR1001. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR3010 Small Business Consulting

This course is conducted as an independent study. Participants in the program formulate an agreed-upon plan with their sponsor and educator to counsel small businesses on problems dealing with marketing/sales, management, finance/accounting, and other relevant tactical/strategic issues.

Prerequisite(s): ENTR2040 or ENTR3060.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR3015 Small Business Management

This course compares small, medium and large business organizations to ascertain the different approaches to resource acquisition, both capital and human; internal and external communication; structural design and efficacy; community involvement; research and development of products and services; governance; and strategic planning and initiatives. The course provides participants with the opportunity to see first-hand the workings of a small, medium and large business. Guest speakers are invited to explain and discuss their experiences working and leading these organizations.

Prerequisite(s): MGMT2001, sophomore status. (OL)

Offered at Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

ENTR3025 Growth and Sustainability for Small Business

This course covers the different methods emerging companies use to expand nationally and internationally. Emphasis is on the use of each strategy to accomplish growth and sustainability objectives and initiatives. Topics include methods for growing an emerging company, evaluating franchising systems, expansion tactics for small and large corporations, careers in emerging companies, and financing the expansion of a company. This course is relevant for any student interested in working as a change agent in an established company or starting and/or expanding his or her own company.

Prerequisite(s): ENTR2030 or ENTR3015. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

ENTR3030 Marketing for Entrepreneurs

This course prepares students to effectively conduct market research and engage in marketing for small businesses and start-ups. Focus is on providing students with tools to evaluate business opportunities and make better decisions based on appropriate research methods. Topics include the importance of positioning and verbal branding as a necessary skill for entrepreneurs as they begin their ventures and discuss their new ideas with others.

Prerequisite(s): ENTR2030 or ENTR3015. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR3050 Forming & Launching New Ventures

This course allows students the opportunity to study the business, legal and tactical issues surrounding the formation and launch of new business ventures. Topics include identifying and protecting intellectual property, selecting and forming business entities, recruiting and motivating teams, exploring and complying with the regulatory environment, and spotting and mitigating risks. This course can be used to help bring life to a business plan developed in the Pitching & Planning New Ventures course.

Prerequisite(s): ENTR2030. (OL)

Offered at Charlotte, North Miami, Online, Providence
4.5 Quarter Credit Hours

ENTR3060 Financing New Ventures

This course covers the business, legal and tactical issues surrounding the financing of new business ventures. Topics include determining how much capital new ventures need, identifying potential sources of that capital and evaluating different financing structures. In addition to studying the economics behind early-stage financings, students engage in mock negotiations and consider early-stage investments being made in the real world.

Prerequisite(s): ENTR2030. (OL)

Offered at Charlotte, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR4010 Change and Innovation Management

This course explores the process of change and innovation as it relates to the development and implementation of knowledge to improve organizational competencies and enhance business performance. Change, both incremental and disruptive, is related to innovation through the analysis of its effect on the organization's ecosystem to include its customers, employees, suppliers, etc. Topics include knowledge as a meaningful resource and competitive advantage; the innovation gate process; the difference between a knowledge creation organization and an information processing one; change as an instrument of innovation; and the various concepts and strategies of change to include Lewin's Three Step Theory, Lippett's Phases of Change Theory and the Disruptive Innovation Theory.

Prerequisite(s): ENTR2030 or ENTR3015. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR4050 Food & Beverage Ventures Capstone

This course allows students to apply the knowledge gained in their previous coursework while covering case studies that focus on food- and beverage-related ventures and issues, and engaging in entrepreneurship simulations. Students also consider major problems and opportunities in the food- and beverage-related industries as well as how entrepreneurs might solve those problems and capitalize on those opportunities.

Prerequisite(s): ENTR2040 or ENTR3050 or ENTR3060. (OL)

Offered at Charlotte, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

ENTR4055 Entrepreneurship Seminar

This is the Entrepreneurship capstone course that requires students to synthesize knowledge gained from previous coursework to create a viable business plan. Students integrate financing, marketing, operations, business strategy and other key areas to produce a business plan that can be presented to various audiences.

Prerequisite(s): ENTR3015, HOSP4060 or MGMT4020. (OL)

Offered at Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours