

# Entrepreneurship (ENTR) Courses

## **ENTR2001 Introduction to Entrepreneurship**

This is an introductory course in entrepreneurship. The course demonstrates how entrepreneurs recognize business opportunities, develop ideas and identify markets. Students experiment with different methods of opportunity identification and ideation. Special focus is given to the application of design thinking to solve everyday problems. Students use this course to identify several alternative business ideas, assess their feasibility and choose the idea they wish to develop throughout their entrepreneurship studies. Students identify resources within and outside the university to help with their business development. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
3 Semester Credits

## **ENTR2030 Pitching & Planning New Ventures**

This course teaches students how to develop and present a business plan to pursue the opportunities they identified in previous coursework. Students conduct a business plan canvas to gather information and validate their ideas. Students utilize a web-based business-planning platform to help them organize and format their plans in a professional manner. Students prepare an executive summary, an elevator pitch and short presentation to “sell” their business concept to investors.

Prerequisite(s): ENTR2001. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
3 Semester Credits

## **ENTR3015 Small Business Management**

This course helps students put their business ideas into action by developing an operations plan and project schedule for new and existing small business owners. Classroom study focuses on the foundational aspects of running a new or existing small business, looking at operational, legal, risk management, and human resource issues throughout the start-up phase and the first few years of a business. Finance and Marketing issues are briefly addressed but will be studied in-depth in other courses. Project work focuses on drafting a project plan, and classroom learning is incorporated into the plan. Case studies that highlight the various challenges faced by new and existing small businesses are analyzed and discussed and creative problem solving is encouraged.

Prerequisite(s): Sophomore status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
3 Semester Credits

## **ENTR3030 Marketing for Entrepreneurs**

This course teaches future entrepreneurs how to market products and services effectively with limited resources. Entrepreneurs need to market to all constituents including customers, suppliers, lenders/investors and the community in which they operate. Students learn to interview potential customers, select their target market, construct basic web sites and social media pages and analyze marketing results. Special focus is placed on helping entrepreneurs build their brand.

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

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
3 Semester Credits

## **ENTR3060 Financing New Ventures**

This course covers the financing of new business ventures. In this course students develop the financial portion of a business plan to include revenue estimates, expense projections, and an evaluation of their break-even point. Students construct professional Pro-Forma financial documents including the Income Statement, Balance Sheet, and projected cash flows. This is followed by a comparison of debt and equity financing options. Upon evaluation of the alternatives students recommend a financing plan for their business.

Prerequisite(s): ENTR2030. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
3 Semester Credits

## **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  
3 Semester Credits