

Entrepreneurship (ENTR)

Courses

ENTR 100. Exploring Entrepreneurship. 4 Units.

What is entrepreneurship? Who are entrepreneurs? How does one become an entrepreneur? Course examines the key questions encountered by individuals considering the path of business ownership. Focus on examining the history and role of entrepreneurs in the economy, characteristics of entrepreneurs, career paths of entrepreneurship and one's personal potential as an entrepreneur.

ENTR 442. Small Business Management. 4 Units.

Managerial considerations for the small business entrepreneur. Acquisitions, location, legal considerations, finances, taxation, labor relations and other topics. Formerly MGMT 442.

ENTR 541. Commercializing Entrepreneurial Innovation. 4 Units.

Examines the process of commercializing innovations and emerging technologies in entrepreneurial driven companies. Focus on understanding the strategy, tactics and behaviors necessary to manage the transition from basic development stages to commercial venture, examining the role of innovation assessment, intellectual property protection, technology transfer and licensing. Formerly MGMT 541.

ENTR 543. New Venture Opportunity Analysis. 4 Units.

Process of defining and identifying the difference between ideas and opportunities including the role of the entrepreneur, ideas, pattern recognition, and the evaluation and screening process that leads to successful commercialization of business concepts and ideas. Formerly MGMT 543.

ENTR 544. New Venture Development. 4 Units.

Prerequisites: ENTR 543
Introduction to the process of developing a new venture concept. Examines key issues in new venture creation, including the role of the entrepreneur in transitioning ideas to business opportunities. Special emphasis on developing a rapid opportunity analysis, identifying a sustainable business model, and business planning. Formerly MGMT 544.

ENTR 545. New Venture Resource Requirements. 4 Units.

Strategies and techniques employed by entrepreneurs to identify and access critical resources. Special emphasis on marshalling internal and external resources such as advisors, board of directors, and social networks. Formerly MGMT 545.

ENTR 547. Managing a Growing Business. 4 Units.

Study of the basic strategy and tactics to manage growing enterprises while still maintaining an entrepreneurial spirit. Examines the role of management decision making, management control systems, short- and long-term planning, and entrepreneurship in managing growing companies. Formerly MGMT 547.

ENTR 549. Launching the Entrepreneurial Venture. 4 Units.

Process and methods involved in starting and growing new enterprises with emphasis on the attributes of entrepreneurs, entrepreneurial careers and positioning an enterprise for sustainable growth. Formerly MGMT 549.

ENTR 598. Reflective Essay. 0 Units.

Prerequisites: completion of or concurrent enrollment in all courses in the Entrepreneurship concentration or Entrepreneurship minor
Submission of a reflective essay based on specified program guidelines. Graded credit/no credit.

ENTR 620. Business Law for Entrepreneurs. 4 Units.

Critical analysis of the impact of administrative law and policy on entrepreneurial decision-making and strategy. Integrates legal, political, regulatory and ethical issues encountered by entrepreneurs. Formerly MGMT 620.

ENTR 621. Entrepreneurship and New Ventures. 4 Units.

Study of the entrepreneurial process. Focus on the characteristics and mindset of entrepreneurs, ideation and innovation, startup models, analyzing emerging opportunities, resource creativity and managerial challenges for new and growing companies. Formerly MGMT 621.

ENTR 623. Piloting the New Venture. 4 Units.

Prerequisites: ENTR 621
Study of the exploration process for new venture concepts. Focus on examining the tools and processes involved in developing a new venture, including formulation of a sustainable business model, performing a comprehensive feasibility analysis, and concept testing. Formerly MGMT 623.

ENTR 625. New Venture Planning and Strategy. 4 Units.

Prerequisites: ENTR 621 and ENTR 623
Study of the policies, strategies, and planning processes involved in entrepreneurship. Integrates important technical and innovative considerations with traditional managerial theories to establish a modern approach to the development of business plans, strategies and policies for new ventures. Formerly MGMT 625.

ENTR 998. Reflective Essay. 0 Units.

Prerequisites: completion of or concurrent enrollment in all courses in the Entrepreneurship focus area courses
Submission of a reflective essay based on specified program guidelines. Graded credit/no credit.