

ENTR - ENTREPRENEURSHIP (ENTR)

ENTR U200 Introduction to Entrepreneurship 3 Credit Hours

Understanding and development of the entrepreneurial mindset and key skills when launching a business and/or pursuing a professional career. Particular focus is given to creativity, opportunity identification, networking, team building, and securing needed resources for success. Prerequisite(s): Sophomore standing.

ENTR U393 Innovation, Creativity, and Change 3 Credit Hours

Exposure to the essential principles underlying creative and lateral thinking and problem-solving in the context of opportunity in the global knowledge economy. The focus is to improve and promote the students' abilities to develop ideas, manage innovation, and transform organizations. Analysis of current trends in local, national and global business and society are utilized as the platform to identify potential opportunities.

ENTR U455 Topics in Entrepreneurship and Innovation 3 Credit Hours

Contemporary areas of entrepreneurship and innovation. May be repeated with permission of advisor. Prerequisite(s): 54 credit hours earned.

ENTR U492 Business Plan Development 3 Credit Hours

The creation of a pragmatic, effective, and comprehensive business plan for a for-profit or nonprofit entity that is prepared to solve a problem in the market or for society. A laboratory style approach will be used as the student(s) compile and combine all necessary organization components to prepare the entity for market entry.

Prerequisite(s): 54 credit hours earned; and MKTG U350, FINA U363 or MGMT U380, and MGMT U371; and 2.2 Life Scholarship GPA.

Pre/Corequisite(s): MGMT U471.