

ENTREPRENEURSHIP (ENTRE)

Entrepreneurship (ENTRE) 201

Introduction to Entrepreneurship

The interdisciplinary course introduces participants from various disciplines to the concept of sustainable entrepreneurship, a manageable process applicable across careers, work settings, and time. The course focuses on building entrepreneurial attitudes and behaviors that will lead to creative solutions within the business community and other organizational environments. Course topics include the history of entrepreneurship, the role of entrepreneurs and intrapreneurs in the 21st century global economy, and opportunity identification. The course will examine elements of creative problem-solving, development of an enterprise concept/model. Examination of feasibility studies, and the social/moral/ethical implications of entrepreneurship. Writing assignments, as appropriate to the discipline, are part of the course.

Eligibility for ENGLISH 101 and MATH 118, or Consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: HW, KK, MX, OH, TR, WR

Entrepreneurship (ENTRE) 202

Opportunity Recognition and Development

Participants will learn techniques and processes leading to opportunity (value) recognition to include the assessment of target market, current economic, social, and political climate that provide value opportunities for entrepreneurial ventures. Entrepreneurial opportunities will be assessed relative to personal strengths and weaknesses, financial, professional, social, and personal goals. Writing assignments, as appropriate to the discipline, are part of the course.

Eligibility for English 101 and Math 118, and Grade of C or better in ENTRE 201, or Consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: KK, OH, TR, WR

Entrepreneurship (ENTRE) 203

Entrepreneurial Accounting & Finance

An advanced entrepreneurial course structured to expose participants to accounting and financial methodologies in order to assess or predict the financial performance of their enterprise. Building upon their business concepts or existing enterprise, participants will be introduced to core financial and managerial accounting concepts: financial analysis techniques will enable them to prepare short and long-term financial operations plans, including cash requirements for enterprise startup and ongoing operations. Participants will be trained to use computerized accounting software as part of a managerial tool kit to support operation assessment. Writing assignments, as appropriate to the discipline, are part of the course.

Eligibility for English 101 and Math 118 and Grade of C or better in (ENTRE 201, and ENTRE 202), or Consent of Dept Chairperson.

4 Lecture hours. 4 Credit Hours.

Offered At: KK, OH, TR, WR

Entrepreneurship (ENTRE) 204

Entrepreneurial Marketing & Sales

Introduces participants to marketing and personal selling strategies designed to support entrepreneurial development and growth. Participants will develop a theoretical and practical understanding of key marketing and sales strategies, including competitive product/services pricing, product/service promotion and distribution, customer and supplier qualification and the closing of sales transactions. This course will utilize the lecture and presentation format supplemented by interactive computer simulation to facilitate the participant's understanding of marketing and sales. Writing assignments, as appropriate to the discipline, are part of this course.

Eligibility for English 101 and Math 118 and Grade of C or better in (ENTRE 201, and ENTRE 202), or Consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: KK, OH, TR, WR

Entrepreneurship (ENTRE) 205

Law for the Entrepreneur

This course is a required course in the Entrepreneurship program it provides the student with an overview of the formation and operation of business enterprises, exposes the students to types of business organization, contract law, leases, intellectual property and employment law. Students will learn about sole proprietorships, general and limited partnerships, limited liability companies and corporations, the benefits and disadvantages of each type of entity as well as the formation, dissolution and record keeping for each of these entities. Students will apply this information to business plans and will learn about other fundamental areas of law affecting business entities. Writing assignments, as appropriate to the discipline, are part of this course.

Eligibility for English 101 and Math 118, or Consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: KK, OH, TR, WR

Entrepreneurship (ENTRE) 206

Entrepreneurial New Venture StartUp

Participants will explore and identify problems that arise in the start-up phase of an entrepreneurial venture by developing a business plan/concept for a new venture and pitching it to a panel of judges. Alternatively, participants have the option to explore and identify the obstacles to success that occur while managing and operating a business venture in a computer-simulated environment. Writing assignments, as appropriate to the discipline, are part of the course.

Grade of C or better in (ENTRE 201, 202, 203, 204, and 205), or Consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: KK, OH, TR, WR