

# ENTREPRENEURSHIP (ENTR)

## ENTR 821 Identifying and Exploring Entrepreneurial Opportunities

**Crosslisted with:** MNGT 821

**Description:** Focuses on the management of new firms, including small businesses designed to be lifestyle ventures and firms destined to grow. Exposure to variety of growth opportunities including franchising, organic growth and expansion of smaller businesses or units within larger firms. Teaches how to manage a new business and exploit an entrepreneurial opportunity and manage resources to sustain the firm once the business is running. Learn through a variety of hands-on methods designed to enhance their critical thinking and practical business skills. Case study analysis and exposure to thought leadership in the field are part of the core learning methods.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ENTR 822 Entrepreneurship in Established Firms

**Crosslisted with:** MNGT 822

**Description:** Established firms face a variety of challenges that often require entrepreneurial processes to be addressed. But established firms are not start-ups, and simply trying to act like a start-up may not yield desirable outcomes. Explore the opportunities and challenges associated with corporate entrepreneurship, which involves entrepreneurial principles and processes applied in established organizations. We will cover topics including corporate venturing, entrepreneurial culture, strategic tension, and others.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ENTR 823 Business Plan Development and Decision Making

**Crosslisted with:** MNGT 823

**Description:** An in-depth look at the business planning process. Produce a business plan. Learn through business plan writing, through in-depth cases studies, by engaging in role plays and by interacting with business executives. Business plans are a critical part of any organization, thus, preparing to develop business plans for a variety of new concepts and ideas, whether inside an established firm or as part of the start-up new venture. Business plans are entered into the business planning competitions in which the University participates.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ENTR 888 Entrepreneurship and Enterprise Development

**Crosslisted with:** PLAS 488, HORT 888, EAEP 488, ENTR 488, EAEP 888, AGRO 888, ABUS 488

**Description:** The process of starting your own enterprise. Competitive environment, risk management, finance for business startups, funding, and business plan writing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Grade Pass/No Pass Option

**Offered:** FALL/SPR