



ENTREPRENEURSHIP (ENTR)

ENTR 121 Introduction to Entrepreneurship and Innovation

Description: Combines the expertise of Business College faculty with real world experiences of successful practitioners to examine the success principles of the free enterprise system and provide students an understanding of the nature of entrepreneurship and intrapreneurship.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ENTR 421; ENTR 422; ENTR 423

ENTR 275 Agribusiness Entrepreneurial Finance

Crosslisted with: AECN 275, EAEP 275, PLAS 275

Description: Overview of financial issues for agribusiness start-ups.

Business funding specific to new enterprises. Case studies on financial practices for start-up firms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

ENTR 291 Special Topics in Entrepreneurship for Non-Business Majors

Notes: Will not fulfill any of the requirements for a degree in the College of Business Administration.

Description: Variety of topics in small business and entrepreneurship, including, but not limited to marketing, finance, human resources, and operations.

Credit Hours: 1-6

Min credits per semester: 1

Max credits per semester: 6

Max credits per degree: 6

Grading Option: Graded with Option

ENTR 321 Foundations of Entrepreneurship

Prerequisites: Sophomore Standing

Description: Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. First-hand accounts from personal experiences in creating new products, services, and ideas. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ENTR 421; ENTR 422; ENTR 423

ENTR 321B Foundations of Entrepreneurship

Prerequisites: Sophomore Standing. Acceptance into the Clifton Builders Program.

Description: Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. First-hand accounts from personal experiences in creating new products, services, and ideas. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: ENTR 421; ENTR 422; ENTR 423

Experiential Learning: Student Teaching/Education Practicum

ENTR 322 Family Business

Description: The opportunities and challenges that are distinctive to businesses owned and operated by members of a family. Shared governance, leadership development, succession, and family-business tensions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Experiential Learning: Fieldwork

ENTR 325 The 48 Hour Challenge: Building Entrepreneurial Teams and Testing Ideas

Description: Provides an opportunity to experience the highs, lows, fun, and pressure of developing a business idea and working in a startup environment. Understand the challenging trade-offs entrepreneurs face as they launch a new business, product, service, or process. Identify and evaluate potential business opportunities in the marketplace using established tools. Formulate and justify a pitch for a new product or service.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded with Option

ENTR 326 Venture Finance: The Basics and Essentials of Startup Financing

Notes: Open to students of all majors and colleges at the University of Nebraska-Lincoln; Some sections may include mentors from the community who are local entrepreneurs and business community members from the entrepreneurship ecosystem in Lincoln and Omaha.

Description: Provide a real-world look at raising money for "start-up companies" and why it matters. Open-forum discussion, practical application exercises, and examination of real-world case studies.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded with Option

ENTR 327 Entrepreneurial Creativity

Description: Develop your creativity by examining it within the context of entrepreneurship. Learn how entrepreneurial processes can develop our creative abilities in a variety of contexts, including (but not limited to) the new business context.

Credit Hours: 2

Max credits per semester: 2

Max credits per degree: 2

Grading Option: Graded

ENTR 328 How to Pitch Yourself and Your Ideas

Description: Introduction to the basic concepts of how to present yourself and ideas in a compelling manner. Explore how to prepare, design, and deliver a persuasive presentation. Utilize lectures, readings, discussions, reflection papers, and presentations to develop presentation or 'pitch' skills

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Pass No Pass

ENTR 388 Business Systems in Entrepreneurship

Crosslisted with: PLAS 388, EAEP 388, ABUS 388

Description: Introductory models for a startup business. Ideation, customer segments, value proposition, minimal viable product and market fit.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

Offered: FALL/SPR

Prerequisite for: PLAS 301

ENTR 421 Identifying and Exploring Entrepreneurial Opportunities

Prerequisites: Junior Standing; ENTR 121 or ENTR 321

Notes: Cannot be taken Pass/No Pass.

Description: Covers the creative skills fundamental to the process of identifying and exploiting entrepreneurial opportunities and the analytical toolkit needed to explore the feasibility of an entrepreneurial opportunity. Integrates experiential exercises, thought leadership in the field, and case study analysis to hone in on the critical importance of the entrepreneurial mindset to society. A variety of contexts are considered, including traditional small businesses, social/non-profit organizations, and innovative efforts within established firms

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ENTR 424

Experiential Learning: Fieldwork

ENTR 422 Managing Rapid Growth and Change in Organizations

Prerequisites: Junior Standing; ENTR 121 or ENTR 321

Notes: Cannot be taken Pass/No Pass

Description: Addresses financial, human resource, operations and marketing issues that face entrepreneurs whose businesses are confronted with significant growth. In addition, will learn change management concepts that are targeted towards managing an organization in extremely turbulent times. Prepares students to work in fast-growth firms, whether they are interested in starting their own business or joining an already established fast-growth firm. Helpful for students interested in fast-growth industries such as life science and high technology.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ENTR 424

ENTR 422A Small Business Owner

Prerequisites: Junior standing

Description: The obligations and operating practices required by ownership of one's own business, whether new or acquired. Interactions with owners of small businesses (e.g., on-site visits and discussions). Cases and projects relevant to small businesses.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded with Option

ENTR 423 Business Plan Development and Decision Making

Prerequisites: Junior Standing; ENTR 121 or ENTR 321

Notes: Cannot be taken Pass/No Pass.

Description: Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own 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 students 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. Students will be asked to enter their business plans 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

Prerequisite for: ENTR 424

Experiential Learning: Research

ENTR 424 Practicum in Entrepreneurship

Prerequisites: ENTR 421, ENTR 422, and ENTR 423

Description: Practicum in Entrepreneurship. This course provides a hands-on experience. Students will choose one of two paths. They will work on their own start-up or they will intern at a start-up business. Students are responsible for weekly progress reports and other assignments suited to their path.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ENTR 425 Franchising

Description: Introduction to franchising, how it relates to the entrepreneurial journal, and the differences compared to the traditional business model. Explores how to choose between buying an independent business and joining a franchise network and what makes a successful franchisee compared to another.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ENTR 488 Entrepreneurship and Enterprise Development

Crosslisted with: PLAS 488, HORT 888, EAEP 488, EAEP 888, AGRO 888, ENTR 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: Graded with Option

Offered: FALL/SPR

ACE: ACE 10 Integrated Product