## ENTREPRENEURSHIP (ENTR)

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### ENTR 121 Introduction to Entrepreneurial Management

**Crosslisted with:** MNGT 121  
**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  
**Format:** LEC  
**ACE:** ACE 6 Social Science

### ENTR 275 Agribusiness Entrepreneurial Finance

**Crosslisted with:** AECN 275, EAEP 275, HORT 275, AGRO 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  
**Format:** LEC

### 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  
**Max credits per semester:** 1  
**Max credits per degree:** 6  
**Format:** LEC

### ENTR 321 Entrepreneurship and Innovation in Organizations

**Crosslisted with:** MNGT 321  
**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  
**Format:** LEC  
**Prerequisite for:** ENTR 421, MNGT 421; ENTR 422, MNGT 422; ENTR 423, MNGT 423

### ENTR 322 Family Business

**Crosslisted with:** MNGT 322  
**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  
**Format:** LEC

### ENTR 388 Agribusiness Entrepreneurship

**Crosslisted with:** HORT 388, AGRO 388, EAEP 388, ABUS 388  
**Description:** Overview of types of agricultural enterprises. Basic accounting principles as they relate to agricultural businesses. Requires completion of a marketing plan specific to agricultural enterprises based on a business idea. Student team projects with emphasis on marketing.  
**Credit Hours:** 3  
**Max credits per semester:** 3  
**Max credits per degree:** 3  
**Format:** LEC  
**Prerequisite for:** HORT 301

### ENTR 421 Identifying and Exploring Entrepreneurial Opportunities

**Crosslisted with:** MNGT 421  
**Prerequisites:** Junior Standing; ENTR/MNGT 321  
**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  
**Format:** LEC  
**Prerequisite for:** ENTR 424  
**ACE:** ACE 6 Social Science

### ENTR 422 Managing Rapid Growth and Change in Organizations

**Crosslisted with:** MNGT 422  
**Prerequisites:** Junior standing; ENTR/MNGT 321  
**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  
**Format:** LEC  
**Prerequisite for:** ENTR 424

### ENTR 424 Entrepreneurship and Marketing in High Technology
ENTR 422A Small Business Owner  
Crosslisted with: MNGT 422A  
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  
Format: LEC

ENTR 423 Business Plan Development and Decision Making  
Crosslisted with: MNGT 423  
Prerequisites: Junior standing; ENTR/MNGT 421  
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  
Format: LEC

ENTR 424 Practicum in Entrepreneurship  
Prerequisite for: ENTR 422  
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  
Format: LEC

ENTR 488 Business Management for Agricultural Enterprises  
Crosslisted with: HORT 488, HORT 888, EAEP 488, AGRO 488, EAEP 888, AGRO 888, ENTR 888, ABUS 488  
Description: Research a specific agricultural enterprise. Develop and present a business plan using materials from the primary area of interest. Requires the completion of a shadowing assignment and the analysis of case studies.  
Credit Hours: 3  
Max credits per semester: 3  
Max credits per degree: 3  
Format: LEC

ACE: ACE 10 Integrated Product