

ENTREPRENEURSHIP (ENT)

ENT 281 FD: Intro to Entrepreneurship 3 sem. hrs.

This introductory course provides students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in our global economy. Students also address the unique problems faced by small businesses, including addressing the major challenges for smaller companies, and emphasizing significant differences between large and small enterprises. Prerequisite: ECON 203

ENT 383 TH2: Creativity & Design Thinking 3 sem. hrs.

Students develop innovative solutions to a wide range of problems that arise in the process of pursuing solutions to organizational challenges. Attention is devoted to the need for creative approaches to opportunity identification and business concept formulation when developing new products, services, and processes. In this course students examine the creative process, the design thinking process, and the management of these processes. An emphasis is placed on critical issues involved in managing creativity and design thinking effectively, including leadership, creativity initiatives, and organizational response to change.

ENT 483 Entrepreneurship Exp 3 sem. hrs.

The purpose of this course is to provide students with experiential opportunities related to strategic entrepreneurship. In this course, through creating their own new venture, students will explore the interfaces between entrepreneurs and stakeholders. This will include (but not be limited to) strategic decisions related to finance, management and marketing, especially in the context of students' own new ventures they will create during the course. The goal of this course is to develop and/or enhance in each student a mastery of the skills and competencies that facilitate opportunity recognition, innovation, and creation in the face of a dynamic and uncertain marketplace. Most importantly, this course is about creating something novel that is your own - the summative project in this course will involve each student starting his or her own new venture. Offered spring semester. Prerequisites: ENT 281 (BUS 381) and BUS 382