

Courses of Instruction

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- Economics¹
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¹ Minor also offered

² Minor only offered

³ Non Major/Minor

System of Course Descriptions

Courses of study and their descriptions are arranged according to course numbers within their departments.

The following classification system identifies a course as freshman, sophomore, junior or senior level. Freshman and sophomore courses are in the lower division; junior and senior courses are in the upper division.

The course value in semester credits is indicated within parentheses after the course title.

Course Numbering System

- **Courses numbered 01-99**
designate preparation courses not applicable to degree credit.
- **Courses numbered 100-199**
are usually taken by freshman students.
- **Courses numbered 200-299**
are usually taken by sophomores.
- **Courses numbered 300-499**
are upper division courses normally taken by juniors and seniors. A freshman or sophomore may take upper division courses with consent of the instructor.
- **Courses numbered 500-599**
are graduate level courses.
- **Courses numbered 600-799**
are doctoral level courses.
- **Courses numbered 800-899**
are professional development
- **Courses numbered 900-999**
are Continuing Education Units (CEU).
- **Teaching Credential:** Contact the School of Education or the appropriate department adviser for a complete list of courses needed to fulfill subject matter requirements for a Multiple Subject or Single Subject Credential.

Courses

Lower Division

ENT 101. Creativity and Innovation. (4).

The Art of Transforming Knowledge into Ideas That Can Change the World: This course is for students who want to realize their potential as creative thinkers and problem solvers and to tackle challenges that have a global impact. In this course, you will learn to see what others do not see, to challenge what exists, to imagine what could be, and develop the skill sets to make your vision a reality. This course is designed to inspire and prepare you with the skills to combine innovation, creative thinking, and sound entrepreneurship principles to turn ideas into business ventures, design innovative products and services in existing companies, or channel a passion for public service into practical solutions to the world's most pressing social, economic and environmental problems. By analyzing and understanding problems from a human perspective and applying the principles of entrepreneurship to bring them into existence, you will leave with a set of tools for developing truly innovative and disruptive ideas that can change the world. No Pre-req. Open to all students.

Upper Division

ENT 301. The Analytics of Value Creation. (4).

The Analytics of Value Creation: This course focuses on the transition from business concept to the evaluation of the technical and market "doability" of the project. Feasibility involves reevaluating core assumptions of the original business model through customer feedback and prototype development. The course explores ways that entrepreneurs reiterate their businesses, making adjustments as new information is generated thereby insuring product-market fit. The course also looks at the assembly of critical human, financial and social capital in the venture creation process. There is an experiential component that involves interviewing potential customers, business partners and other venture helpers. Pre-req: ENT101. Sophomore standing required.

ENT 401. New Venture Realization. (4).

This is a culminating experience where students would move a business idea from feasibility into implementation. Students would either be involved in the development of a business plan for an independent venture, or would work in an internship on an entrepreneurial project. Pre-req: ENT301.

ENT 420. Agile Product Development. (4).

Techniques for defining product features based on customer need, prioritizing, and refining into minimum viable product (MVP).

ENT 421. Entrepreneurial Marketing & Selling. (4).

Techniques for marketing (prospect acquisition) and selling (persuading and negotiating).

ENT 422. Entrepreneurial Finance. (4).

Elaboration on the aspects of finance most relevant to entrepreneurship: forecasting, cash management, capital sources.

ENT 423. Legal Aspects of Entrepreneurship. (4).

Elaboration on the aspects of the law most relevant to entrepreneurship: incorporation, intellectual property, employment law, customer and supplier contracts.

ENT 424. Growth-Stage Venture Management. (4).

Once a start-up discovers a viable business model, achieves product-fit, and acquires its first customers, attention turns to scaling the business rapidly. This course will teach how to plan, organize and control rapid business growth.

ENT 482. Special Topics. (1-4).

Studies in specific industries or activities that are of interest to our geographic area, student body, or adjunct instructor.