

# Entrepreneurship (Minor)

The Entrepreneurship minor is aimed at students majoring in subjects other than business – providing a solid foundation in innovation, value creation, and the realization of new business ventures. The minor is deeply interdisciplinary, incorporating elements of economics, sociology, communications, finance, general business and others. 17 credits minimum.

## Minor in Entrepreneurship

17 credits minimum

Required:		
ENT 101	Creativity and Innovation	4
ENT 301	The Analytics of Value Creation	4
ENT 401	New Venture Realization	4
Select two of the following:		
ENT 420	Agile Product Development	4
ENT 421	Entepeneurial Marketing & Selling	4
ENT 422	Entrepreneurial Finance	4
ENT 423	Legal Aspects of Entrepreneurship	4
ENT 424	Growth-Stage Venture Management	4
ENT 482	Special Topics (Required)	1-4

## 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. Entepeneurial 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.