

# Innovation and Entrepreneurship (Minor)

The minor in Innovation and Entrepreneurship 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. 20 credits minimum.

## Minor in Innovation and Entrepreneurship

20 credits minimum

Required:

ENT 101	Creativity and Innovation	4
ENT 301	Starting a Startup From Ideas to Action	4
Select one or both of the following:		
ENT 401	Launching a Startup	4
ENT 430	Global Entrepreneurship	4
Select one or two of the following:		
BUS 376	Sales Management	4
ENT 420	Agile Product Development	4
ENT 421	Entrepreneurial Marketing & Selling	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).

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, entrepreneurship and business 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.

### Upper Division

#### ENT 301. Starting a Startup From Ideas to Action. (4).

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.

#### ENT 401. Launching a Startup. (4).

This is a culminating experience where students consider the steps involved in moving a business idea from feasibility to implementation. Students will either be involved in the development of a business plan for an independent venture, or will work in an internship on an entrepreneurial project.

#### 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 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 430. Global Entrepreneurship. (4).**

Today's economy is increasingly borderless. This course is an exploration of the intersection of business and culture for companies ranging from startups to large enterprises seeking to grow beyond their national boundaries to develop, translate, adapt, and promote products and services to international markets. Special attention will be given to the impact of cross-cultural differences (especially those in non-Western cultures) on issues and situations in the development and management of a diverse, multi-cultural workforce and globalization teams. Prerequisite: ENT-101.

**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.