

# ENTR-ENTREPRENEURSHIP AND INNOVATION

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## **ENTR 1110. Entrepreneurship**

### **3 Credits (3)**

Introduces students to the concept of entrepreneurship and to the process of business startups.

**Prerequisite(s):** BUSA 1110.

### **Learning Outcomes**

1. Identify the unique characteristics of an entrepreneur.
2. Identify opportunities and conduct needs analysis.
3. Develop value proposition/market fit for proposed products and services.
4. Develop an appropriate business model.
5. Identify availability of necessary resources.

## **ENTR 331. Business Creation and Valuation**

### **3 Credits (3)**

The course is designed to provide a first look at the entrepreneurship process by focusing how the firm will/does create value in the marketplace. As such, it is designed to integrate knowledge of business functions and apply business analysis techniques to the valuation of new ventures/entrepreneurial firms.