

ENTR-ENTREPRENEURSHIP AND INNOVATION

ENTR 1110. Entrepreneurship

3 Credits (3)

Introduces students to the concept of entrepreneurship and to the process of business startups. May be repeated up to 3 credits.

Prerequisite: 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.