ENT-Technology Entrepreneurship Courses

Courses

ENT 270. Introduction to Entrepreneurial Management. 3 Hours.
This introductory course in entrepreneurship is intended to expose students to the entrepreneurial life cycle of a high growth start-up from opportunity identification, to funding and growth, through to harvesting the rewards. Students will learn to think like entrepreneurs, be exposed to entrepreneurial decision making, and learn the dynamics of customer validation through the Lean Startup model.

ENT 420. Entrepreneurial Finance. 3 Hours.
Examine the elements of entrepreneurial finance, focusing on technology-based start-up ventures and the early stages of company development. This course addresses key questions which challenge all entrepreneurs: How much money can and should be raised and from whom; what is a reasonable valuation of the company; and how should funding, employment contracts and exit decisions be structured.
Prerequisites: ENT 270 [Min Grade: C] and (FN 310 [Min Grade: C] or BUS 310 [Min Grade: C])

ENT 421. Entrepreneurial Market Analysis and Planning. 3 Hours.
This course is designed to help students identify and validate market opportunities and to develop business ideas and business models to match those opportunities. Students will learn to analyze markets, industries and business environments. They will also learn to generate innovative ideas. Finally, they will learn to develop plans to take their ideas to market.
Prerequisites: (MK 303 [Min Grade: C] or BUS 311 [Min Grade: C]) and ENT 270 [Min Grade: C]

ENT 422. Strategic Operations for Entrepreneurs. 3 Hours.
This course will explore the strategic decisions that early stage entrepreneurial managers face in growing their business. With a focus on the Lean Startup methodology, students will learn how to develop the assumptions behind their business model, create measurable tests for these assumptions, and make critical decisions based on customer data.
Prerequisites: ENT 270 [Min Grade: C]

ENT 424. New Product Development. 3 Hours.
This course is part one of a two semester course, taught jointly with the Department of Biomedical Engineering. In this course business students are paired with senior biomedical engineering students in a two semester, team-based learning experience in which the teams conceive, design and build a prototype medical device and the accompanying business plan and design to bring the product to market. The course will focus on business planning activities including market research, competitive analysis, intellectual property protection, basic finances and business model design. In addition, instruction, feedback and coaching on interdisciplinary teamwork will be incorporated throughout the semester.

ENT 425. Entrepreneurial Leadership. 3 Hours.
This course focuses on the attributes of successful entrepreneurial leaders and the factors that differentiate them from less successful ones. Students learn the principles and application of leading entrepreneurial organizations through selected case studies and face-to-face presentations and discussions with locally and nationally known entrepreneurs.
Prerequisites: ENT 270 [Min Grade: C]

ENT 426. Practicum in Commercialization. 3 Hours.
This course offers qualified students the chance to gain first hand experience in product commercialization while receiving academic credit. Students work in cross-disciplinary teams with senior engineering students to develop a commercialization plan corresponding to an original product design.

ENT 445. Entrepreneurial Internship. 3 Hours.
Standard internship with entrepreneurial business or organization. Junior standing and 2.0 minimum overall GPA. Must be currently enrolled in the Collat School of Business as a degree-seeking student or declared minor in business.
Prerequisites: GPAO 2.00

ENT 450. I-Corps Lean Startup. 3 Hours.
Student teams will execute the Lean Startup approach to develop a business model following the highly successful I-Corps methodology. This is a team-based course where students will spend the semester exploring the viability of a new business venture. Students will be organized into startup teams and be expected to fully execute all areas of the business model canvas by testing their business assumptions through customer/stakeholder interviews. Students must apply for enrollment with the instructor. This course has a major group project component.

ENT 499. Directed Study in Entrepreneurship. 3 Hours.
Supervised project in a specific area of entrepreneurship. This is an experiential course for completion of a minor in entrepreneurship. Course may be on-line or face-to-face.