

ENTREPRENEURSHIP (ENT)

ENT-1001 Introduction to Entrepreneurship (3 Credits)

This course is designed for business and nonbusiness students who want to learn about entrepreneurship and its importance to the economy and society, entrepreneurial skills, values and characteristics to create their own job inside and outside the corporate world. This course teaches transferable skills required to become an entrepreneur, a small business owner or an entrepreneur, and raises the student's awareness of the legal, business, managerial, creative, analytical and interpersonal skills relevant to setting up and running an innovative organization.

Fulfills General Education Requirement: SEH

Typically offered: As Needed

ENT-1777 Design Thinking and Innovation (3 Credits)

In this course, students will learn to apply the concepts, theories and methodologies of design thinking, innovation, and entrepreneurship to develop process, service, product, and business design models. Students will focus on customer(client) centric interactions with the local entrepreneurial ecosystem and develop transferable skills including client presentation, networking, collaboration, and leadership.

Fulfills General Education Requirement: HCE

Typically offered: As Needed

ENT-2001 Entrepreneurial Marketing & New Product Innovation (3 Credits)

Requisite(s): ENT-1001

This course is designed for business and non-business students who want to use their creativity and knowledge to create and market novel products and services for consumers. Students pursuing for-profit or non-profit entrepreneurship ventures will be required to create a value proposition for their new innovation, strategies to protect their intellectual property, and a marketing plan to deliver their new product/service to customers. As a result of this course, students will be capable of conducting effective market analysis, industry analysis, competitive analysis, and risk analysis to successfully market an innovation for an entrepreneurship venture.

Typically offered: As Needed

ENT-3001 Entrepreneurial Finance (3 Credits)

Requisite(s): ENT-1001

This course is designed to help new or aspiring small business owners learn how to analyze financial statements, create financial forecasts, and value their ventures. Additionally, students will become aware of the methods used in determining how much money their venture needs in order to be viable, explore tools and approaches used when selling an idea to potential investors, and learn about the different types of financing alternatives available to new and small ventures. The venture capital market will be investigated in detail, including angel financing, as well as other financing options including self-financing and debt financing.

Typically offered: As Needed

ENT-3002 Social Entrepreneurship & Sustainable New Businesses (3 Credits)

Requisite(s): ENT-1001

In this course students will explore what a social enterprise is and how it is the same as well as different from other types of organizations. Students will investigate how social entrepreneurs are creating new business models in markets that blur the traditional distinctions between for profit and nonprofit companies. Students will explore the use of Franciscan values in developing social enterprises.

Typically offered: As Needed

ENT-3003 IT in Entrepreneurship (3 Credits)

Requisite(s): ENT-1001

This course will provide an overview of the relevance of technology to the success of new ventures, and highlight specific technology tools, including financial management software, website development services and programs, e-commerce, and social media and e-marketing tools that are crucial for 21st century entrepreneurs in any industry. As part of the course, students will have the opportunity to develop their own website for their small business and e-marketing plan.

Typically offered: As Needed

ENT-6770 Foundation of Social Innovation & Entrep (3 Credits)

Students will investigate how social entrepreneurs are creating new business models in markets that blur the traditional distinctions between for profit and nonprofit companies. Students will explore the use of Franciscan values such as social justice, social equity, and collaborative service-oriented leadership in developing social enterprises.

ENT-6771 Soc Change: Impact & Mission Drive Bus (3 Credits)

Requisite(s): ENT-6770

Students will learn how social entrepreneurs and entrepreneurs act as agents for social change. Through the lens of a social entrepreneur, students will learn how to create their own mission and impact driven enterprises or make impact driven investments. Through the lens of a social entrepreneur, students will learn to facilitate social impact and change through corporate social responsibility and sustainability initiatives.

ENT-6772 Soc Change: Impact & Mission Drive Bus (3 Credits)

Requisite(s): ENT-6771

Students will learn about the different forms of social enterprises, non-profits, and NGOs and how to quantify social impact and calculate financial metrics for each. The course will explore how the social sector is evolving from traditional philanthropic and charitable models to include new organizational types and hybrid structures that can deliver both sustainable social and economic value.