

# UNDERGRADUATE MINOR AND BUSINESS ADMINISTRATION EMPHASIS IN ENTREPRENEURIAL STUDIES

Learn the entrepreneurial mindset. Entrepreneurs think differently. They see opportunities others miss. Cultivate the skills to be an innovative problem solver who is constantly learning, resilient despite adversity, and able to rebound from failure. This mindset is critical to the success of any type of organization, at any stage of development.

## REQUIRED COURSES

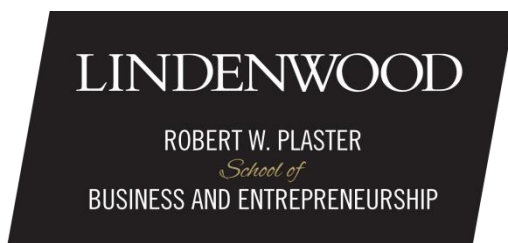
In addition to the Plaster School of Business & Entrepreneurship Core Course requirements, Entrepreneurial Studies minors and emphasis take:

- ENTR 37510 Small Business and Entrepreneurship
- ENTR 47510 Financing Business Ventures
- ENTR 47515 Case Studies in Entrepreneurship
- ENTR 47520 New Venture Initiation

Students may select from several elective courses. See back for course descriptions.

All courses are 3 credit hours.

If you have any questions, please contact:



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# COURSE DESCRIPTIONS

## **ENTR 37510 Small Business and Entrepreneurship**

This course is designed for students who are interested in owning and running a small business. Topics to be covered include planning, controlling, financing, and managing operations. Students will learn how to explore opportunities and develop venture ideas; set objectives, choose resources, and evaluate market research; and investigate financing resources and approaches. Teaching approaches will include outside speakers, outside readings, class discussions, and research papers. Lab fee may be required.

## **ENTR 47510 Financing Business Ventures**

Financing Business Ventures is an advanced course designed to apply the theoretical principles of finance to new or emerging businesses. Topics to be covered include capital raising, cash flow management, business planning, and value realization. Lectures and case studies will focus on financing methods, working capital management, expansion, and exit strategies in order to develop decision making skills. Guest speakers will illustrate real-world situations.

## **ENTR 47515 Case Studies in Entrepreneurship**

This course will engage students in critical thinking and decision-making about entrepreneurial enterprises in the context of case studies and/or entrepreneurial simulations. The purpose of the course is to refine and develop skills required for entrepreneurs to start new businesses. Through analysis of entrepreneurial success and failures, students will examine the challenges encountered when starting a new business.

## **ENTR 47520 New Venture Initiation**

This course is designed for students who are interested in starting a new business. Particular emphasis will be given to developing an understanding of the mechanics of starting a new business; providing insight into the process for identifying business opportunities; understanding the importance of effective marketing, funding, and employee management; and the analysis of strengths and weaknesses of the entrepreneur. The class will conclude with the presentation of a business plan, written during the course of the semester.