

Entrepreneurship (ENTR)

Courses

ENTR 3000. Entrepreneurship and Innovation. Units: 3

Exploration of the key concepts of entrepreneurship and innovation. Examines the sources of new ideas and innovation, how ideas move from mind to market, the facets of the entrepreneurial mindset, and how entrepreneurial models and approaches can be applied in any organizational or societal context.

ENTR 3003. Experiencing Entrepreneurship. Unit: 1

Exploration and examination of entrepreneurship, entrepreneurial characteristics and the entrepreneurial mindset through a variety of immersive experiential and reflective activities.

ENTR 3141. The Improvisational Mind. Units: 3

Development of foundational performance skills essential for success in any fast-paced, unpredictable business environment. Students will focus on developing cognitive flexibility, accessing creativity, exploring ensemble-based collaboration, mastering active storytelling, and honing their unique communication tools. Course equivalent to ENTR 3141; credit may not be awarded for both.

ENTR 4420. Small Business Management. Units: 3

Explores the importance of small business to our economy and examines key competencies needed to manage a small enterprise as owner or manager. Studies issues such as general management, accounting and finance, human relations, marketing, operations, and introduces the nuances and subtleties of these in the small business context. Formerly offered as ENTR 442.

ENTR 5155. Business Consulting. Units: 3

Quarter Prerequisite: Senior status, consent of instructor and department
Supervised consulting assignments designed to provide meaningful business assistance to businesses. formerly offered as MGMT 515.

ENTR 5260. Global Entrepreneurship. Units: 3

Entrepreneurial process in a global context as it relates to recognizing ideas, marshaling resources, developing networks and creating the strategy for a new cross-border venture. Formerly offered as MGMT 526.

ENTR 5410. Commercializing Entrepreneurial Innovation. Units: 3

Examines the process of commercializing innovations and emerging technologies in entrepreneurial driven companies. Focus on understanding the innovation process and the strategy, tactics and behaviors necessary to manage the transition from basic development stages to commercial venture; intellectual property law and protection, technology transfer and licensing. Formerly offered as ENTR 541.

ENTR 5430. Ideation and Creative Problem Solving. Units: 3

Examination of the process of generating, developing and evaluating ideas to launch innovative and viable new ventures. Focus on identifying the difference between ideas and opportunities and the role of ideation, observation and creative problem solving. Formerly offered as ENTR 543.

ENTR 5440. Developing the New Venture. Units: 3

Semester Prerequisite: ENTR 5430

Introduction to the process of developing a new venture concept. Focus on transitioning ideas into a viable business venture with special emphasis on developing a sustainable business model and a hands-on business planning experience. Cross-listed as NSCI 5440; students cannot receive credit for both. Formerly known as ENTR 544.

ENTR 5450. Resources for the Entrepreneur. Units: 3

Strategies and techniques employed by entrepreneurs to identify and access critical resources. Special emphasis on developing resource projections, negotiation, marshaling internal and external resources and team formation. Formerly offered as ENTR 545.

ENTR 5470. Managing a Growing Business. Units: 3

Study of the basic strategy and tactics to manage growing enterprises while still maintaining an entrepreneurial spirit. Examines the role of management decision making, management control systems, short- and long-term planning, and entrepreneurship in managing growing companies. Formerly offered as ENTR 547.

ENTR 5490. Launching the Entrepreneurial Venture. Units: 3

An exploration of the key processes and methods involved in positioning and establishing new enterprises. Formerly offered as ENTR 549.

ENTR 5550. Entrepreneurship in Action: Corporate, Social and Family Business Approaches. Units: 3

An exploration of how entrepreneurial approaches are effectively applied in differing contexts, including large corporations, nonprofit organizations and closely-held family business firms. Focus on understanding the barriers and opportunities to entrepreneurship that are unique to each context through applied case analysis.

ENTR 5755. Internship. Unit: 1

Semester Prerequisite: Consent of college internship coordinator. Quarter Prerequisite: senior standing preferred; consent of instructor and the departments internship coordinator
Supervised work and study in private or public organizations. May be repeated for credit. A total of six units of Jack H. Brown College of Business and Public Administration 5753 or 5755 courses may be applied toward graduation. Graded credit/no credit.

ENTR 5915. Contemporary Topics in Entrepreneurship. Unit: 1

Analysis and discussion of selected topics relevant to entrepreneurship.

ENTR 5930. Contemporary Topics in Entrepreneurship. Units: 3

Analysis and discussion of selected topics relevant to entrepreneurship. Formerly offered as MGMT 590C.

ENTR 5951. Independent Study. Unit: 1

Semester Prerequisite: Junior status, or graduate status
 Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

ENTR 5952. Independent Study. Units: 2

Semester Prerequisite: Junior status, or graduate status
 Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595B. Course is cross-listed across different departments within the college.

ENTR 5953. Independent Study. Units: 3

Semester Prerequisite: Junior status, or graduate status
 Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Formerly offered as 595D. Course is cross-listed across different departments within the college.

ENTR 5955. Independent Study. Unit: 1

Semester Prerequisite: Junior status, or graduate status
 Special topics involving library and/or field research. A total of 8 units in any Jack H. Brown College of Business and Public Administration 5951, 5952, 5953, 5955 may be applied toward graduation. Consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the Jack H. Brown College of Business and Public Administration on a standard application filed in advance of the semester in which the course is to be taken. Course is cross-listed across different departments within the college.

ENTR 5980. Reflective Essay. Units: 0

Submission of a reflective essay based on specified program guidelines. Consent required. Graded credit/no credit. Formerly offered as ENTR 598.

ENTR 6200. Pitching the New Venture. Units: 3

Introduction and exploration of the key concepts and techniques used to effectively position and deliver a concise summary of the opportunity, value proposition, business model, and investment potential of the new venture. Students will develop and pitch a multitude of entrepreneurial narratives for internal (business partners, leadership, management, employees) and external stakeholders (customers, public, investors, lenders).

ENTR 6210. Entrepreneurship and New Ventures. Units: 3

Study of the entrepreneurial process. Focus on the characteristics and mindset of entrepreneurs, ideation and innovation, startup models, risk mitigation, analyzing emerging opportunities, resource creativity, ethics and guerrilla tactics. Formerly offered as ENTR 621.

ENTR 6230. Exploring Entrepreneurial Opportunities. Units: 3

Semester Prerequisite: ENTR 6210. Quarter Prerequisite: ENTR 621
 Study of the exploration process for new venture concepts. Focus on examining the tools and processes involved in developing a new venture, including formulation of a sustainable business model, performing a comprehensive feasibility analysis, concept testing and business planning. Formerly offered as ENTR 623.

ENTR 6240. Law and Negotiations for the New Venture. Units: 3

Introduction, exploration and analysis of the key legal, regulatory and policy issues that effect new venture decision-making, negotiations and strategy.

ENTR 6960. Entrepreneurial Immersion. Units: 3

Independent graduate research. Students will work under the direction of a faculty member to develop and finalize an entrepreneurial venture project. Formerly ENTR 6961 and ENTR 6962.

ENTR 6980. Reflective Essay. Units: 0

Submission of a reflective essay based on specified program guidelines. Formerly offered as ENTR 998. Graded credit/no credit.