

DEPARTMENT OF ENTREPRENEURSHIP AND STRATEGY

Although some Entrepreneurship and Small Business Management majors will indeed launch their own new business upon graduation, most opt to begin their careers in already established organizations. Other students in the program come from a family business, and ultimately use their knowledge and skills to develop ideas and plans to be implemented when they join the business after graduation. Successful completion of the major provides students with the ability to integrate and apply their business acumen in both directed and self-managed activities.

The department values experiential learning and direct contact with businesses, practitioners and entrepreneurs, and provides students majoring in Entrepreneurship and Small Business Management with many extracurricular opportunities to expand their skills and stretch their capabilities. These currently include: 1) ENACTUS, which provides students with an opportunity to apply what they have learned about the free enterprise system to do social good; 2) the Entrepreneurship Club, a Quinnipiac University chapter of the national Collegiate Entrepreneurs' Organization, dedicated to bolstering inventive students, their ideas and their entrepreneurial spirit; and 3) the Connecticut Venture Group and the Connecticut State Department of Economic and Community Development, which sponsors an annual statewide business model competition.

- Bachelor of Science in Entrepreneurship and Small Business Management (<http://catalog.qu.edu/business/entrepreneurship-strategy/entrepreneurship-small-business-management-bs>)
- Minor in Entrepreneurship and Small Business Management (<http://catalog.qu.edu/business/entrepreneurship-strategy/entrepreneurship-small-business-management-minor>)

Entrepreneurship (ENT)

ENT 210. Introduction to Entrepreneurial Thinking and Practice. 3 Credits.

Entrepreneurship is much more than the process of starting a company. Entrepreneurship is a habit of mind and an attitude. It is a skill set applicable to pursuing innovation in organizations, personal, and career contexts and an approach to life built around innovative thinking, calculated daring, and proactive behavior. This course introduces students to the entrepreneurial mindset, the context of entrepreneurship, and skills necessary to use the entrepreneurial mindset in the workplace, in starting a new venture, in one's personal life.

Offered: Every year, All

ENT 250. Entrepreneurial Skills. 3 Credits.

This course builds on the skills introduced in ENT 210. Students learn advanced ways to validate their ideas and get extensive hands-on practice using them. They also see how ideas evolve in light of new information, how to identify when they are pursuing a solid idea, and how to help support their fellow entrepreneurs.

Prerequisites: Take ENT 210.

Offered: Every year, Spring

ENT 290. Creating New Enterprises. 3 Credits.

Students form their own teams to develop a digital, product, and service based business idea into a viable business and compete to win money to launch their businesses. Students learn about content creation, business concepts, and presentation skills in preparation for a successful launch.

Prerequisites: Take ENT 210.

Offered: Every year, Fall

ENT 299. Special Topics in Entrepreneurship. 3 Credits.

Topics vary. Permission of department chair required.

Prerequisites: ENT 210.

Offered: As needed

ENT 310. Creativity and Innovation. 3 Credits.

This course helps students gain an understanding of entrepreneurial creativity as related to the entrepreneur and the venture. Topics of exploration include the creative process, development of a viable product/service, and how to sell creative ideas. From the enterprise level, students learn to proactively manage and promote creativity throughout the venture, develop the creative potential of others, and protect their intellectual capital.

Prerequisites: Take ENT 210.

Offered: Every year, Fall

ENT 320. Small Business Marketing. 3 Credits.

This course applies the principles of marketing to the process of developing a marketing plan and strategy for the small business. Students explore how the marketing plan integrates into the overall business plan and how it applies to small business operations and strategy implementation. By reviewing case studies of successful contemporary entrepreneurs, participants develop a further understanding of what personal characteristics and insights the entrepreneur and small business owner must cultivate to be successful in marketing.

Prerequisites: Take ENT 210.

Offered: Every year, Fall

ENT 330. Entrepreneurial Finance. 3 Credits.

This course addresses the myriad finance problems faced by the entrepreneur and by new and emerging businesses. The sources of capital—bootstrap, debt and equity—each have their merits and caveats for ownership and management of the new company. Other topics include: crowdfunding, financial forecasting and developing key performance metrics.

Prerequisites: Take ENT 210.

Offered: Every year, Spring

ENT 331. Family or Small Business Financing. 3 Credits.

This course addresses the financial aspects of small business and family business companies. The core financial aspects of business problems encountered by those running a small or family business are covered through the discussion of financial topics including working capital management, forecasting, budgeting, financial statements, small business administration programs, succession planning, and alternative solutions to commonly encountered financial problems.

Prerequisites: Take ENT 210.

Offered: As needed

ENT 340. Opportunity Recognition and Negotiation. 3 Credits.

This course helps students identify which resources they need for their business, how to find and assess the quality of entities that can fulfill those needs, and negotiate for the best deal.

Prerequisites: Take ENT 210.

Offered: Every year, Spring

- ENT 350. Social Entrepreneurship. 3 Credits.**
Social entrepreneurship examines the practice of identifying, starting and growing successful mission-driven for profit and nonprofit ventures, that is, organizations that strive to advance social change through innovative solutions. This course is designed to provide a socially relevant academic experience that enables students to gain in-depth insights into economic and social value creation across a number of sectors/areas including but not limited to: poverty alleviation, energy, health, food security, environmental issues, and education.
Offered: Every year, Spring
- ENT 360. Small and Family Business. 3 Credits.**
This course helps students understand how to successfully operate an existing family or small business. The course further covers the unique characteristics that distinguish a family or small business from other businesses including estate planning and succession planning.
Prerequisites: Take ENT 210.
Offered: Every year, Spring
- ENT 361. Managing the Family or Small Business. 3 Credits.**
This class is focused on leadership, hiring, growing/improving, motivating, and firing employees, and working with higher ups in an organization. It specifically addresses the challenges when those individuals have long tenure with the business or are family members.
Prerequisites: Take ENT 210.
Offered: As needed
- ENT 371. Business Plan Competition. 1 Credit.**
This course helps students understand how to successfully operate an existing family or small business. The course further covers the unique characteristics that distinguish a family or small business from other businesses including estate planning and succession planning.
Offered: Every year, Fall and Spring
- ENT 410. New Venture Creation and Lab. 3 Credits.**
Students develop a comprehensive business plan through application of prior course skills.
Prerequisites: Take ENT 210 ENT 290.
Offered: Every year, Fall
- ENT 420. Entrepreneurial Implementation I. 3 Credits.**
In this intensive course, students learn and apply the fundamentals of implementing a successful business. Students implement the business idea that they formulated in ENT 410. Any type of business may be implemented and may include technology firms, service businesses, manufacturing businesses, etc. This course is taken concurrently with ENT 430. Enrollment is by permission only.
Prerequisites: Take ENT 210 ENT 410.
Offered: Every year, Spring
- ENT 430. Entrepreneurial Implementation II. 3 Credits.**
This intensive course is an extension of ENT 420. Students apply the fundamentals of implementing a successful business. This course is taken concurrently with ENT 420. Enrollment is by permission only.
Prerequisites: Take ENT 210 ENT 410.
Offered: Every year, Spring
- ENT 488. Entrepreneurship Internship. 3 Credits.**
Students gain work experience under the joint supervision of a faculty member and practicing manager or business owner. Students must meet School of Business internship requirements. This course is graded on a pass/fail basis.
Prerequisites: Take ENT 210.
Offered: Every year, All
- ENT 490. Field Projects. 3 Credits.**
Students work independently or as part of a team on a project or topic of their choice under the supervision of a faculty member. The project may involve researching a special entrepreneurship topic, working on an aspect of a new business startup or working with a business or organization.
Offered: As needed
- ENT 499. Independent Research in Entrepreneurship. 1-6 Credits.**
Approval of a sponsoring faculty, the department chair and the dean is required.
Offered: As needed
- ENT 610. Entrepreneurship and Franchising. 3 Credits.**
Franchising is a \$1 trillion direct sales business. To some financial analysts, franchising is the purest form of capitalism and entrepreneurship. This course looks at how entrepreneurs can expand their business model by adapting the franchise model. Students examine the benefits of franchising, and the hurdles and pitfalls to avoid. Participants use actual cases of entrepreneurs, develop a franchise model and make a final presentation to a panel of entrepreneurs and successful franchisors.
Offered: As needed
- ENT 620. Corporate Entrepreneurship. 3 Credits.**
This course is designed for intrapreneurs who want to apply their entrepreneurial spirit to innovate within established organizations, as well as for managers whose goal is to build and manage innovation processes in the organization. Students learn techniques and best practices that combine innovation strategies, start-up thinking and entrepreneurial methods to accomplish organizational innovation in its many forms, from product/service innovation and business model innovation, to innovation for social and environmental purposes. The course uses case studies, readings and projects.
Offered: As needed
- ENT 625. Entrepreneurship. 3 Credits.**
The course deals with the creation and management of new businesses and the institutionalization of innovation in existing businesses. Students are introduced to a body of knowledge on the successful planning, implementation, and management of entrepreneurial ventures. The objective of the course is to provide the knowledge and the ability to identify and assess business opportunity and estimate the resource requirements necessary to success. Production of a business plan is required.
Offered: As needed
- ENT 626. Business Plan Competition. 3 Credits.**
The course assumes the competencies acquired in ENT 625 and requires that class members, working individually or in teams, write a business plan for a new venture or the growth of an existing business to be entered in statewide or national competition with plans from other entrepreneurs or graduate programs.
Offered: As needed
- ENT 688. Entrepreneurship Ind Study. 3 Credits.**
- ENT 689. Entrepreneurship Ind Study. 3 Credits.**
Offered: As needed