ENTREPRENEURSHIP (ENT)

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.
Prerequisites: None
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.
Prerequisites: None
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.
Prerequisites: None
Offered: As needed

ENT 688. Entrepreneurship Independent Study. 3 Credits.
Prerequisites: None