

ENTREPRENEURSHIP (ENT)

ENT 3700 Entrepreneurship New Venture Creation 3 s.h.

An examination of the entrepreneurial process from opportunity recognition and assessment through the launch of the new firm. Emphasis placed on exploring creativity and innovation. Students will develop a feasible business idea, present the idea as an elevator pitch, and write a business proposal.

Prereq.: BUS 1500; sophomore standing; GPA 2.5.

ENT 3750 Entrepreneurship-Small Business Financial Management 3 s.h.

Practical application of accounting and finance concepts in small/new businesses. Emphasis on raising capital, understanding financial statements, implementing small business accounting software, and forecasting revenue, expenses, and cash flow.

Prereq.: ENT 3700 or FIN 3720; GPA 2.5.

ENT 4800 Entrepreneurship-Business Plan Development 3 s.h.

An in-depth study of the aspects of a successful business plan. An individual business plan will be developed by students based on the analysis of a viable business concept.

Prereq.: ENT 3700 and ENT 3750 or MGT 3725 and MKTG 3703 and FIN 3720; GPA 2.5.

ENT 4850 Entrepreneurship Internship 3 s.h.

The student is given the opportunity to relate theory to practice in an on-site field experience in a new venture or local small business. Student works 12-15 hours per week under direct supervision of company management and direct guidance of faculty advisor. A weekly journal and final report are required.

Prereq.: ENT 3700; ENT 3750; ENT 4800; GPA 2.5; Approval of Director.

ENT 4851 Field Studies in Entrepreneurship 3 s.h.

Students work with actual problems and opportunities faced by small businesses under faculty supervision. Problems/opportunities are defined, analyzed and researched. Recommendations are developed and presented to business owners for evaluation.

Prereq.: ENT 3700; ENT 3750; ENT 4800 or MGT 3725; MKTG 3703; FIN 3720; GPA 2.5.