

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