

ENTREPRENEUR & SMALL BUS MGMT (ENTR)

ENTR 317. Entrepreneurial Process. (3 Credits)

The course will focus on the issues involved in the theory, process, and practice of Entrepreneurship. It is offered as the beginning course for the BBA in Entrepreneurship/Small Business Management. Subject areas covered include (but are not limited to) the current entrepreneurial environment, the individual as an entrepreneur, entrepreneurial planning, and creating and managing the venture. Prerequisite: Admission into the BBA Entrepreneurship and Small Business Management program 3 credits (3 lecture hours)

ENTR 320. Accounting for Entrepreneurs. (3 Credits)

This course examines the basics of accounting and accounting relationships. The course will cover the accounting cycle, Quick Books, financial analysis, cash flow, cost analysis, and budgeting. The student will obtain the fundamentals of accounting skills needed for entrepreneurs to use accounting in their business and be able to begin making financial decisions that are important to a newly created firm. Prerequisites: MATH 102 and Junior Standing 3 credits (3 lecture hours), fall semester

ENTR 327. Guerilla Mktg Tactics Sm Bus. (3 Credits)

This course will provide the student with the marketing fundamentals necessary in the startup, development, and operation of a small business. Students will develop successful marketing strategies with limited or nonexistent budgets. Guerilla Marketing tactics, innovation, and the incorporation of social media are emphasized. Prerequisites: ENTR 317, or BSAD 320 and BSAD 325. 3 credits (3 lecture hours, 1 laboratory hour), fall semester

ENTR 335. Entrepreneurial Finance. (3 Credits)

This course examines the basics of financial analysis, cash flow, credit and lending, the process of financing and financial growth of a new venture. The student will be introduced to obtaining and using various financial re-sources. The student will also learn how to create value using financing and financial structure as well as how to measure the value of a firm that might be used to purchase the operations. Topics include financial statements, forecasting, banking, venture capital, financial resources, business plan as related to financial information, and management of the financial resources of the firm. Prerequisites: Admission into the Entrepreneurship and Small Business Management BBA program, ENTR 317, BSAD 116, BSAD 221, ENTR 320, and ECON 100 or 140 3 credits (3 lecture hours)

ENTR 338. Legal Issues for Entrepreneur. (3 Credits)

This course focuses on several areas of the law that may affect Entrepreneurial success. The course will start with a discussion of contracts basics. From there we will cover the legal issues concerning; funding and finance, location issues (zoning, leasing, purchasing), types of business organizations (proprietorships, partnerships, limited liability companies, corporations), franchising, buying a business, product liability, insurance, intellectual property (patents, copyrights, trademarks), taxes, harvesting, and how, when and where to get legal help. Prerequisites: ENTR 317, BSAD 116, BSAD 221, ENTR 320, and ECON 100 or 140 3 credits (3 lecture hours), spring semester

ENTR 342. Innovation & Venture Creation. (3 Credits)

This course examines product and venture creation for the entrepreneur. The student will also learn about innovation that would lead toward the creation of ideas for future ventures or businesses. The student will learn how to identify new opportunities and screen those opportunities for success versus failure. The student will also learn how to build a model for a future business and handle rapid growth of a business. The course will also look at the feasibility of the ideas generated by the student in order for the student to identify possible future businesses. Prerequisites: ENTR 317 or BSAD 320, BSAD 116, BSAD 221, ENTR 320 or ACCT 102, and ECON 100 or 140 3 credits, spring semester 3 credits, spring semester

ENTR 352. Value Chain Management. (3 Credits)

This course examines the management and optimization of various operations of a business. The student will learn how to handle vendors and purchasing, managing quality and project as well as logistics and inventory. The student will understand the various aspects of the supply chain in order to reduce the obstacles and maximize the efficiency and effectiveness of the operations of a new venture. The student will learn how to identify and assess risk concerning the business and learn how to manage the resources of the business so that the business is efficient and effective. Prerequisites: ENTR 317, BSAD 116, BSAD 221, ENTR 320, and ECON 100 or 140 3 credits (3 lecture hours)

ENTR 417. Creating the Business Venture. (3 Credits)

This course will require the student to use all of the entrepreneurial tools and business skills acquired in the Entrepreneurship and Small Business Management program by preparing two complete business plans. To that end, the course will cover the sections of a business plan in detail including: Executive Summary, Mission Statement/Business Description, Business Environment, Marketing Plan, Operations Plan, Management Team, Financial Section (forecasts), Legal/Insurance Section, Critical Risks, Assumptions/Conclusions, and Harvest Strategy. Each Student will be required to research and complete two full and detailed business plans for their chosen ventures. Students will also be required to give a 15-minute presentation of one of their business plans. Prerequisites: ENTR 335, 342, 352, and 338 3 credits (3 lecture hours), fall semester

ENTR 474. Preparation for Field Study. (1 Credit)

This course is designed to prepare the student for the capstone course in the Entrepreneurship and Small Business Management degree program, ENTR 475. The student, with the guidance of a faculty member, will explore their options for applying their prior coursework, both as an entrepreneur and an intrapreneur. They will develop several field experience plans to complete during the field study, their outcomes for the experience, and what skills and knowledge they anticipate deriving from the field study. The course culminates in a presentation and committee approval of the student's field study plan. Prerequisite: Junior standing in the Entrepreneurship and Small Business Management degree program or per-mission of instructor. Co-requisite: ENTR 417 1 credit, fall semester

ENTR 475. Practicum in Entre/Bus Consult. (15 Credits)

This course serves as the capstone experience in the Bachelor of Business Administration (BBA) in Entrepreneurship and Small Business Management degree program. This course requires students to undergo a practicum in business consulting or in creating their own business. The practicum will require student interns to work directly with successful entrepreneurs in high-growth, innovative companies or to engage in faculty-mentor supervised activities associated with starting their own business. ONLY students of senior status in good standing enrolled in the BBA in Entrepreneurship and Small Business Management degree program are eligible for the practicum. The students must complete at least 480 hours of activities for at least 12 weeks with their host company. Students choosing to create their own businesses must devote a commensurate number of hours toward creation, start-up, and/or management of their own company. Prerequisite: ENTR 417 (grade of C or better) and ENTR 474 or permission of instructor. 15 credits (15 laboratory hours) spring semester