

ENTREPRENEURSHIP (ENTR)

ENTR 301 - ENTREPRENEURSHIP I

Students build knowledge and expertise in fundamental entrepreneurship practices by developing a personal business startup plan, including idea generation, feasibility assessment, market evaluation, initial funding strategies, and workforce planning. By the end of the course, students will have developed a comprehensive business plan and will participate in a pitch simulation.

Credits: 3

ENTR 302 - ENTREPRENEURSHIP II

Entrepreneurship II focuses on the implementation and execution of an entrepreneurial venture. Students will move from idea generation to actionable strategy—developing, testing, and refining their business models. Through applied projects and experiential learning, students will create comprehensive implementation plans addressing marketing, operations, leadership, technology, finance, and growth strategy. By the end of the course, students will have developed a strategic roadmap ready for real-world launch.

Credits: 3

ENTR 305 - INNOVATION AND CREATIVITY IN BUSINESS

This course explores the theories, processes, and practices of innovation and creativity in business. Students learn how to identify opportunities, generate and evaluate new ideas, and foster a culture of innovation within entrepreneurial and corporate environments. Through experiential projects and analysis of real-world examples, students will enhance their creative confidence and apply innovative thinking to contemporary business challenges.

Credits: 3

ENTR 306 - ENTREPRENEURIAL FINANCE AND BUSINESS STRATEGIES

Entrepreneurial Finance & Business Strategies explores how entrepreneurs design, finance, and grow ventures from ideas to expansion. Students analyze key concepts such as capital structure, funding options, valuation, and growth strategies. Through case studies, Excel-based modeling, and applied projects, students will develop actionable financial and strategic plans aligned with real-world entrepreneurial practice.

Credits: 3

ENTR 310 - BUSINESS PLAN DEVELOPMENT AND PITCH LAB

This applied, project-based course guides students through the full process of developing a comprehensive business plan and delivering a persuasive investor pitch. Students will learn to evaluate market opportunities, design a sustainable business model, craft financial projections, and communicate value propositions effectively. The course culminates in a formal pitch presentation to a panel of reviewers.

Credits: 3