

# SOCIAL ENTREPRENEURSHIP (SENT)

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## **SENT 305 - SOCIAL ENTREPRENEURSHIP I: CREATING THE VISION**

This course is for students who will found or lead businesses that also have a social mission, or will advise or work with social entrepreneurs, as they seek to jointly create social and business value. It is the goal of this course to prepare students to lead companies that have embedded social missions and to engage various stakeholders that are at the nexus of business and social value.

Credits: 3

## **SENT 306 - SOCIAL ENTREPRENEURSHIP II: IMPLEMENTATION**

In Social Entrepreneurship II, we actually become social entrepreneurs by studying the everyday structural, legal and financial challenges associated with launching a business enterprise in its efforts to create social impact. Students will take their business model from Social Entrepreneurship I, and further develop it by performing additional market research, prototyping and practicing continuous investor initiatives. Students will work through issues of market analysis, technology viability assessment, competitive positioning, team#building, product life#cycle planning, marketing strategy and financing, with a major emphasis on learning how to attract investment capital.

Credits: 3

Prerequisites: SENT 305

## **SENT 307 - BUSINESS PLANNING AND STRATEGIC NEW VENTURES**

Applied course in entrepreneurship. Selection and evaluation of a specific business concept; research into industry trends, competition, and the target market; marketing strategies. The completed business plan is presented in written and oral forms.

Credits: 3

Prerequisites: MKTG 302

Course Notes: **SENT 307 is only open to undergraduate Social, Entrepreneurship majors.**

## **SENT 398 - PROFESSIONAL SOCIAL ENTREPRENEURSHIP INTERNSHIP**

A supervised professional learning experience at a business or non-profit site. Must be arranged with internship coordinator and/or program director. Maximum of 3 credit hours can be applied to undergraduate business program.

Credits: 1-3

Course Notes: Internship requirements vary by assignment; consent is, required by the instructor.