

# ECU COURSE CATALOG

## ENTREPRENEURSHIP

### **ENTR-3103 Introduction to Entrepreneurship 3 Credits**

THIS COURSE PROVIDES THE STUDENT WITH THE FUNDAMENTALS OF ENTREPRENEURSHIP AND COVERS THE ENTREPRENEURIAL PROCESS FROM CONCEPTION TO HARVEST OF THE NEW VENTURE. IT CONCENTRATES ON IDENTIFYING THE ATTRIBUTES OF ENTREPRENEURS, THE PROCESS OF SEARCHING FOR OPPORTUNITIES, EVALUATING THE VIABILITY OF A NEW VENTURE, FINANCING, STARTING AND OPERATING THE NEW VENTURE.

### **ENTR-3203 High Technology Entrepreneurship 3 Credits**

THIS COURSE PROVIDES STUDENTS WITH AN APPLICATIONS-ORIENTED UNDERSTANDING OF THE UNIQUE INDUSTRY CONTEXTS, STRATEGIC OPPORTUNITIES, AND CONSTRAINTS FACED BY HIGH TECHNOLOGY NEW VENTURES. SUCH VENTURES ARE TYPICALLY FUNDED WITH HIGH RISK/HIGH RETURN VENTURE CAPITAL, AND EXPECTED TO ACHIEVE LIQUIDITY FOR INVESTORS IN APPROXIMATELY FIVE YEARS FROM START-UP. TOPICS TO BE DISCUSSED INCLUDE: THE TECHNOLOGY COMMERCIALIZATION PROCESS; TECHNOLOGY APPLICATION OPPORTUNITIES; AND THE VENTURE CAPITAL CONTINU Required Previous: ENTR-3103 or departmental approval.

### **ENTR-3303 Marketing for the Entrepreneur 3 Credits**

THE COURSE IDENTIFIES AND APPLIES THE DIFFERENT MARKETING VISIONS, APPROACHES AND PRACTICES USED BY ENTREPRENEURS TO COMPETE IN HIGHLY COMPETITIVE MARKETS. FURTHER, THIS COURSE WILL IDENTIFY THE DIFFERING STRATEGIC AND TACTICAL FOCUSES AND APPLICATIONS USED BY TODAY'S ENTREPRENEURS INCLUSIVE OF THE STRATEGIC APPLICATION OF VARIOUS TECHNOLOGIES. Required Previous: ENTR-3103 or departmental approval.

### **ENTR-4403 Entrepreneurial Finance 3 Credits**

ENTREPRENEURIAL FINANCE FOCUSES ON THE PRIMARY FINANCIAL ELEMENTS NECESSARY IN STARTING, GROWING AND HARVESTING THE VENTURE. THESE ELEMENTS ARE: FINANCIAL ASSESSMENT OF OPPORTUNITY, MARSHALING RESOURCES, BOOTSTRAPPING, CREATING THE FINANCING PACKAGE, CASH FLOW, AND SOURCES OF CAPITAL. TOPICS INCLUDE: VALUATION; DEAL STRUCTURING; MERGER AND ACQUISITION; AND CAPITAL SOURCES (E.G. FOUNDERS, FAMILY, FRIENDS, ANGELS, VENTURE CAPITALISTS, AND BANKS). Required Previous: ENTR-3103 or departmental approval.

### **ENTR-4413 Business Planning and Strategy for Entrepreneurs 3 Credits**

STUDENTS WILL LEARN TO EVALUATE AND ANALYZE VARIOUS ENTREPRENEURIAL OPPORTUNITIES AGAINST THEIR PERSONAL AND PROFESSIONAL GOALS AND LIFESTYLE CRITERIA. AFTER ASSESSING THE FEASIBILITY OF MULTIPLE OPPORTUNITIES, STUDENTS SELECT ONE TO RESEARCH AND FORM A STRATEGY FOR THE BUSINESS. STUDENTS WILL RESEARCH, COLLECT DATA, AND MAKE DECISIONS TO SHAPE THE BUSINESS. WITH THIS INFORMATION, STUDENTS WILL WRITE A FULL BUSINESS PLAN, INCLUDING A PRODUCT AND SERVICE PLAN, A MANAGEMENT AND ORGANIZATIONAL PLAN Required Previous: ENTR-3103 with a grade of C or higher or departmental approval.

### **ENTR-4503 Venture Creation 3 Credits**

THIS CAPSTONE COURSE PROVIDES STUDENTS WITH A SERIES OF CONCEPTS, FRAMEWORKS AND ANALYTICAL TECHNIQUES THAT WILL ENABLE THE STUDENT TO MANAGE ENTREPRENEURIAL IN RAPID GROWTH SITUATIONS. STUDENTS WILL LEARN TO ANTICIPATE THE UNIQUE AND SPECIFIC PROBLEMS THAT ACCOMPANY STARTING AND GROWING AN ENTREPRENEURIAL FIRM BY CREATING VALUE THROUGH INNOVATION AND OPPORTUNITY CAPTURE RATHER THAN BY JUST EFFICIENTLY MANAGING ONGOING OPERATIONS. IN ADDITION, STUDENTS WILL LEARN HOW TO FORMULATE AND COMPLETE Required Previous: ENTR-3103 with a grade of C or higher.

### **ENTR-4603 Entrepreneurship Internship 3 Credits**

THE ENTREPRENEURSHIP INTERNSHIP INTRODUCES THE ENTREPRENEURSHIP STUDENT TO THE CULTURE OF THE ENTREPRENEUR. THE INTERNSHIP REQUIRES THE INTERN TO PARTICIPATE IN A SET OF PRE-SELECTED ACTIVITIES. A REQUIRED REPORT AND PORTFOLIO WILL DETAIL THEIR EXPERIENCES IN THE COMPANY. THE PORTFOLIO WILL INCLUDE COPIES OF THE WORK THEY HAVE DONE IN PERFORMANCE OF THEIR INTERNSHIP (E.G. MARKETING PLAN, STRATEGIC PLAN, BUSINESS PLAN, AND

FINANCIAL STATEMENTS). THE REPORT WILL BE A NARRATIVE OF THEIR INTERNSHIP Required Previous: ENTR-3103 or departmental approval.

### **ENTR-H3103 Honors-Introduction to Entrepreneurship 3 Credits**

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