

ENTREPRENEURSHIP (ENPR)

ENPR 240 - Entrepreneurial Mindset I, 1 credits.

This course introduces students to the attitudes, behaviors, and skills needed to develop an entrepreneurial mindset. Special emphasis is placed on reflection and self-awareness approaches which help students to discover who they are, what they can do, and what they believe they are meant to do in an entrepreneurial context.

Frequency: *Every Semester*

ENPR 340 - Entrepreneurial Mindset II, 2 credits.

A key focus of this course is to help students recognize how an entrepreneurial mindset allows an individual to act in entrepreneurial ways—recognizing opportunities, using imagination and creativity, leveraging resources, having a sense of self-efficacy and resilience. Experiential learning opportunities will be provided as a way for students to further demonstrate and reinforce the entrepreneurial mindset developed in ENPR 240.

Frequency: *Every Semester*

Prerequisites: ENPR 240 (may be taken concurrently)

ENPR 341 - Design Thinking, 3 credits.

This course provides students hands-on experience with design thinking: a compromise between analytical and intuitive thinking, enabling the balance between originality and mastery of business ventures. Students will learn and implement the business knowledge funnel, a cyclic process for exploring new ideas and markets, understanding them well enough to compete, and simplifying a way of doing business to the point of mastering efficiencies.

Frequency: *Every Semester*

ENPR 342 - Entrepreneurial Storytelling, 3 credits.

This course will focus on developing storytelling skills to tell a story that motivates the listener to engage in a relationship with an idea. The course objective is to develop a skillset to advocate and move forward entrepreneurial ideas. This course will cover the fundamental aspects of entrepreneurial marketing.

Frequency: *Every Semester*

ENPR 442 - Customer Attraction, 3 credits.

This course will move beyond traditional marketing concepts of outbound marketing to inbound marketing techniques that follow customers through their journey by attracting and engaging people to grow a business that provides value and builds trust.

Frequency: *Every Year - First Semester*

Prerequisites: ENPR 342

ENPR 443 - Entrepreneurial Finance, 3 credits.

This course takes students through the many facets of financing a new venture. With an emphasis on sound financial management practices, we will explore important issues entrepreneurs face, including how and where to obtain financing, how to use cash flow models, and how to position the early-stage firm.

Frequency: *Every Year - First Semester*

Prerequisites: ENPR 342

ENPR 444 - Venture Planning, 3 credits.

This course will focus on strategies that are vital to starting a business venture. It will cover the total enterprise creation process including refining opportunities and crafting a venture plan to pursue entrepreneurial ideas.

Frequency: *Not offered on a Regular Basis*

Prerequisites: ENPR 443

ENPR 445 - Startup Venture, 3 credits.

This is an experiential learning course with a primary focus on students drawing from their cumulative knowledge gained during their pursuit of an Entrepreneurship Minor, and demonstrating their proficiency by conceptualizing, planning, and launching a new venture, along with advocating their idea to actual business leaders as potential investors.

Frequency: *Every Year - Second Semester*

Prerequisites: ENPR 443

Corequisites: PEAK 400

This course is PEAK Required