

# ENTREPRENEURSHIP (ENT)

## ENT 110. Entrepreneurship and Innovative Responses to the Coronavirus.

**3 Credits.**

This course introduces students to how entrepreneurs and organizations are responding to the coronavirus. In this most unprecedented moment, we examine how entrepreneurs and organizations are coming up with creative and innovative solutions to combat the effect of the virus on individuals, communities and our economy. The course helps students develop an understanding of entrepreneurial and innovative thinking and how they can use this perspective to solve important problems.

**Prerequisites:** None

**Offered:** As needed

## ENT 210. Introduction to Entrepreneurial Thinking and Practice. 3 Credits.

Entrepreneurship is much more than the process of starting a company. Entrepreneurship is a habit of mind and an attitude. It is a skill set applicable to pursuing innovation in organizations, personal and career contexts, and an approach to life built around innovative thinking, calculated daring and proactive behavior. This course introduces students to the entrepreneurial mindset, the context of entrepreneurship, and skills necessary to use the entrepreneurial mindset in the workplace, in starting a new venture and in one's personal life.

**Prerequisites:** None

**Offered:** Every year, All

**UC:** Breadth Elective

## ENT 220. The Business of Music.

**3 Credits.**

The business of music is an introductory course for students interested in the performing or non-performing aspects of the music industry especially the knowledge of business necessary for success. Topics include copyright law, music publishing, music licensing, record operations, and music marketing.

**Prerequisites:** None

**Offered:** As needed

## ENT 250. Idea Validation and Business Model Development. 3 Credits.

In this class, students work through a series of engagement exercises that represent the pre-launch activities of a growth-oriented startup. This class shows you how to thoughtfully take your idea from business concept through initial launch and culminates with the development of crowdfunding pitch or some other type of event like an Entrepreneurs Fair. This course applies to both domestic and global businesses.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## ENT 290. Business Accelerator.

**3 Credits.**

This course is designed for aspiring entrepreneurs, early-stage founders, and anyone eager to turn an idea into a thriving business. Students gain a comprehensive understanding of launching and scaling a venture from refining concepts and identifying target market to developing marketing strategies and financial plans. Students build a functional business plan, to launch or advance their venture.

**Prerequisites:** None

**Offered:** As needed

## ENT 299. Special Topics in Entrepreneurship.

**3 Credits.**

Topics vary. Permission of department chair required.

**Prerequisites:** None

**Offered:** As needed

## ENT 310. Creativity and Innovation Management.

**3 Credits.**

This course enables students to gain an understanding of the theory and process of creative thinking as related to the entrepreneurial mindset for creative problem solving and develop skills in problem identification and solution. Topics include the creative process, exploring new ways of looking at problems, and developing novel yet feasible solutions. Students will learn the differences between innovation in startups and existing organizations. The creative process will be applied to both new ventures and to corporate innovation in both domestic and global businesses.

**Prerequisites:** None

**Offered:** Every year, Fall

## ENT 320. Small Business Marketing.

**3 Credits.**

This course applies the principles of marketing to the process of developing a marketing plan and strategy for the small business. Students explore how the marketing plan integrates into the overall business plan and how it applies to small business operations and strategy implementation. By reviewing case studies of successful contemporary entrepreneurs, participants develop a further understanding of what personal characteristics and insights the entrepreneur and small business owner must cultivate to be successful in marketing.

**Prerequisites:** Take ENT 210.

**Offered:** Every year, Fall

## ENT 330. Entrepreneurial Finance.

**3 Credits.**

This course addresses the myriad financial problems faced by the entrepreneur and by new and emerging businesses. The sources of capital—bootstrap, debt and equity—each have their merits and caveats for ownership and management of the new company. Other topics include: crowdfunding, financial forecasting and developing key performance metrics.

**Prerequisites:** None

**Offered:** Every year, Spring

## ENT 331. Family or Small Business Financing.

**3 Credits.**

This course addresses the financial aspects of small business and family business companies. The core financial aspects of business problems encountered by those running a small or family business are covered through the discussion of financial topics including working capital management, forecasting, budgeting, financial statements, small business administration programs, succession planning, and alternative solutions to commonly encountered financial problems.

**Prerequisites:** None

**Offered:** As needed

## ENT 340. Opportunity Recognition and Negotiation.

**3 Credits.**

This course builds students' skills in negotiation using relevant theory and practical applications in the course. These skills may be applied to acquisition of resources for a business, for personal resources such as salary and benefits, and for any situation in which working with one or more individuals requires reaching agreement.

**Prerequisites:** None

**Offered:** Every year, Spring

**ENT 350. Social Entrepreneurship.****3 Credits.**

Social entrepreneurship examines the practice of identifying, starting, and growing successful mission-driven for-profit and nonprofit ventures, that is, organizations that strive to advance social or environmental change through innovative solutions. This course provides a socially relevant academic experience that enables students to gain in-depth insights into economic, social, and environmental value creation across a number of sectors/areas including but not limited to poverty alleviation, energy, health, food security, environmental issues and education.

**Prerequisites:** None**Offered:** Every year, Spring**UC:** Breadth Elective, Intercultural Understand**ENT 360. Small and Family Business.****3 Credits.**

This course helps students understand how to successfully operate an existing family or small business. The course further covers the unique characteristics that distinguish a family or small business from other businesses including estate planning and succession planning.

**Prerequisites:** None**Offered:** As needed**ENT 361. Managing the Family or Small Business.****3 Credits.**

This class is focused on leadership, hiring, growing/improving, motivating, and firing employees, and working with higher ups in an organization. It specifically addresses the challenges when those individuals have long tenure with the business or are family members.

**Prerequisites:** None**Offered:** As needed**ENT 371. Business Plan Competition.****3 Credits.**

This course prepares students to compete in business competitions with their business ideas. These competitions might include the QU business model competition, the CT state competition, and other state and national competitions. Students work with a faculty mentor and also work as a group to refine, improve and deliver a successful pitch or business model presentation.

**Prerequisites:** None**Offered:** Every year, Spring**ENT 410. Creating New Business Models.****3 Credits.**

Students ideate and explore the development of business models for a digital, product or service business.

**Prerequisites:** Take ENT 210.**Offered:** As needed**ENT 420. Business Launch.****3 Credits.**

In this course, students learn and apply the fundamentals of implementing a successful business. Any type of business may be implemented and may include technology, service, product, arts, social, etc. This course provides students with the knowledge and skills necessary to select the businesses that are right for them and to execute on their business plans and successfully launch their business. Students will systematically learn and do what is required for the successful launch of a new venture. In this course students may launch a real business or a practice business.

**Prerequisites:** Take ENT 210 ENT 250;**Offered:** Every year, Fall**ENT 430. Practicum in Entrepreneurship.****3 Credits.**

This course is specifically designed for students with the passion to create a new entrepreneurial venture. This course is for students who are ready to take their idea to an actual launch or to further grow an existing business. Students who take the course are given the unique opportunity to present a business plan and pitch to a panel of distinguished alumni including angel investors and venture capitalists. Registration by permission only.

**Prerequisites:** None**Offered:** As needed**ENT 440. Fundamentals of Venture Investment: Methods and Tools.****3 Credits.**

This course covers key elements for investments in innovative and high-risk ventures. Students will be provided with the mechanism for underpinning the financing of a new venture from its conception through its growth and maturity path. Topics include, (1) general characteristics of ventures and startups, (2) sources of capital, (3) valuation, (4) due diligence, (5) elements of term sheet, (6) negotiation, and (7) exit strategies. The course covers several case studies of companies and funds from diverse sectors, such as technology, software, biotech, AI, and manufacturing. It also includes individual- and group-based projects for assessing various funds, technologies, and due diligence.

**Prerequisites:** None**Offered:** Every year, Summer**ENT 488. Entrepreneurship Internship.****3 Credits.**

Students gain work experience under the joint supervision of a faculty member and practicing manager or business owner. Students must meet School of Business internship requirements. This course is graded on a pass/fail basis.

**Prerequisites:** Take ENT 210.**Offered:** Every year, All**ENT 490. Field Projects.****3 Credits.**

Students work independently or as part of a team on a project or topic of their choice under the supervision of a faculty member. The project may involve researching a special entrepreneurship topic, working on an aspect of a new business startup or working with a business or organization.

**Prerequisites:** None**Offered:** As needed