

DEPARTMENT OF ENTREPRENEURSHIP

Dr. Dupree, Chair; Dr. Christie, Mr. Dillenburg, Dr. Mech, Dr. Miller-Martini. Part-Time: Dr. Habbershon, Mr. Sweet.

NOTE: Department policy limits students to a single major from the related areas of accounting, business and entrepreneurship within the 128 hours required for graduation.

Course Requirements for a Bachelor of Science Degree in Entrepreneurship (ENTR)

Students who elect the Entrepreneurship program are required to complete the following courses:

Entrepreneurship/Business Core Requirements (27 hours):

Accounting 201-202; Business 201, 203, 204, 207, 301, and 305.
Business 303 or 304.

Entrepreneurial Core (17 hours):

Entrepreneurship 306, 312, 430, 459, and 466.
Entrepreneurship 480 Internship (2 hours).

Entrepreneurial Electives – 12 hours from these choices:

Business 311, 411, 414, Entrepreneurship 309, 318, 390, 407, 409, 423, 488, or any two courses from any 300- or 400-level Accounting, Business, or Entrepreneurship offerings not listed.*

Major-Related Courses (13 hours):

Economics 101, 102, and 209; Mathematics 141.

Courses that count in the ENTR major quality point average (MQPA):

All courses with “ACCT,” “BUSA,” and “ENTR” prefix, ECON 209, excluding BUSA 205, 206, and 207. A minimum MQPA of 2.00 is required to graduate.

**An Entrepreneurship degree candidate will not be permitted to take Accounting, Business or Entrepreneurship courses as electives beyond these 12 hours unless the College's 128-credit hour requirement for graduation has been satisfied. Up to three semester hours of internship credit will be permitted as non-business elective hours.*

It is essential for students pursuing the Entrepreneurship major to possess strong writing, speaking, and information literacy skills in preparation for future careers in business. Two courses are required to equip majors with these skills: Business 207, Business Communication, is designated to enhance Writing Intensive (WI) and Information Literacy (IL) skills; and Entrepreneurship 306, Business Ethics, is designated to enhance Speaking Intensive (SI) skills.

Course Requirements for a minor in Entrepreneurship (24 hours)

Accounting 201; Business 301, 303; Economics 209; Entrepreneurship 312; plus nine hours from the following: Business 311, 414, Entrepreneurship 309, 407, 409, 423, 430, 466 or 488.

ENTREPRENEURSHIP (ENTR)

306. BUSINESS ETHICS. Students study the ethical decisions business professionals face in small, family, and corporate business settings. Using a case study format this speaking-intensive course requires students to individually analyze selected case studies and then present and discuss their analysis, with the class. Students will interact with business professionals as they study and analyze “living” cases in which one or more of the parties interacts with the class. Through these discussions students will come to understand what constitutes an ethical issue and the different philosophical, theological, and practical perspectives from which individuals may approach an ethical decision. Students are challenged to begin thinking through and developing their own ethical framework as well as to realize the implications of Christian faith in making ethical business decisions. This course satisfies the Speaking-Intensive [SI] Requirement for Entrepreneurship majors. *Fall semester only, three hours.*

309. E-COMMERCE. This course will provide a foundation for understanding the essential components of a successful e-commerce system, including e-commerce strategy, target market analysis, search engine optimization, integrated marketing, web usability, payment processing, security, current technologies, data management and fulfillment systems. Case studies and actual business scenarios will be examined in detail, and students will have the opportunity to explore practical applications in the marketplace. *Fall semester only, three hours.*

312. ENTREPRENEURSHIP. This course introduces students to the entrepreneurial process from idea generation, viability analysis, pre-launch planning, start up considerations, and management tips for a new enterprise. The course is designed for students with little or no business background that seek information about the process of starting their own business. Students will conduct a SWOT analysis of a small business and present that profile to the class. Students will hear from and interact with practicing entrepreneurs who have agreed to visit classes and share their insights. Students prepare a business plan brief for a business enterprise of their choice. *Fall semester only, three hours.*

318. HIGH-TECHNOLOGY VENTURES. The purpose of this course is three-fold: to introduce students to the process of technological innovation within a business; to learn to work effectively within a multidisciplinary team; and, to design and prototype a product working with a local company. Students experience what it takes to bring a product (or prototype) from concept to market. The class is centered on product development and writing a business plan to support the product. Students will spend time in lecture and laboratory and will make off-site visits to the partner company. The final outcome will be a prototype and a business plan. Prerequisite: junior or senior standing and instructor approval. *Semester course, three hours.*

390. STUDIES IN ENTREPRENEURSHIP. Studies in areas of entrepreneurship not fully covered by regular departmental offerings. *Semester course, three hours.*

407. ENTREPRENEURIAL SOLUTIONS TO WORLD POVERTY. Students will learn about factors that contribute to business development in low-income nations and explore various ways that entrepreneurs and business people can create jobs and reduce poverty in low income nations, especially opportunities for businesses to earn profits while providing goods and services that improve the lives of the poor. In addition, students will have the opportunity to analyze specific businesses and not-for-profits that have successfully implemented entrepreneurial approaches to poverty reduction. In this highly interactive class, students engage with guest speakers, conduct structured interviews with social entrepreneurs, and work in teams to develop and write case studies with the goal of publication. Prerequisite: sophomore standing or permission of the instructor.
Fall semester course, three hours.

409. INTERNET ENTREPRENEURSHIP. This course will explore the foundational principles and essential components for launching a successful entrepreneurial endeavor on the Internet. The course will cover important topics related to Internet Entrepreneurship, including key entrepreneurial models, business concept development, opportunity analysis, advanced search marketing techniques, understanding user behavior, and creating a viable Internet model for Digital Entrepreneurial endeavors. Case studies and existing businesses will be examined in detail. Students will have the opportunity to study the journeys of successful Internet Entrepreneurs, to hear from experts in the field, and to create an original Internet Business Plan in a team with other students. Prerequisite: Entrepreneurship 309 or permission of the instructor.
Spring semester course, three hours.

423. SMALL AND FAMILY BUSINESS MANAGEMENT. An upper-level course that will focus on the dynamic of managing a small business and/or a family-owned and operated business. Students explore the key management issues facing small business today (marketing, sales, financial management) with a specific section devoted to topics that differentiate family-owned business management. Students will hear from and interact with small business owners who have agreed to visit classes and share their experiences. The course particularly addresses issues peculiar to the managing and building of the small to medium enterprise and the family-owned business. Prerequisites: junior or senior standing or instructor's permission. *Spring semester only, three hours.*

430. ENTREPRENEURIAL FINANCE AND VENTURE CAPITAL. This course covers financial skills used by entrepreneurs and venture capitalists from the startup of a venture through its harvest. This includes a wide variety of topics including the financial elements of a business plan, the evaluation of new business opportunities, financial planning, sources of financing at different stages, valuation methods, essentials of security law, and methods of harvesting an investment. Prerequisite: Business 301.
Fall semester only, three hours.

459. ORGANIZATIONAL CHANGE AND CONSULTING. This course focuses on organizational creation, growth, and change. Students learn how to function as an internal change agent or consultant and how to choose and manage external consultants. Using lecture and case discussion, students apply business problem diagnosis and problem solving skills in the context of small, medium, and large organizations. Students may work in teams. Concluding project is the creation of a "living" case study by studying an existing company and writing a case analysis of a selected problem, complete with

recommendations for action. Students conclude the class by presenting their case findings and recommendations to the client company. Prerequisite: Business 203 and junior status.
Spring semester only, three hours.

460. INDEPENDENT STUDY. Individual study of specialized topics in Entrepreneurship. Prerequisites: Senior standing and permission of the department chairman.
Semester course, one, two or three hours.

466. BUSINESS PLANNING. This course provides students from all majors a vehicle for turning their business and non-profit dreams into concrete viable business plans. Either as individuals or as teams, students research, create, and present a plan for a viable business or non-profit organization. They are coached by the instructor and may also be matched to an appropriate mentor with experience in their area of interest. Successful completion of this seminar qualifies students to participate in the campus-wide business plan competition held during the spring semester. Students without basic business background may be assigned some preliminary reading in preparation for the class. Prerequisite: a business or non-profit idea.
Fall semester only, three hours.

480. INTERNSHIP IN ENTREPRENEURSHIP. An opportunity for juniors and seniors with a minimum of fifteen hours in their major to participate in individual job experiences, domestic and international, under the supervision of an on-site manager and a department faculty member. Internship must be within an entrepreneurial organization. Products of the internship will include an evaluation by the on-site manager, a log of the internship experience, and a paper describing the experience. A comparison-contrast between academic learning and the internship experience will be conducted. Prerequisite: minimum grade point, permission of department coordinator, and an appropriate job site.
Semester course, one to six hours.

488. SEMINAR IN ENTREPRENEURSHIP. An advanced course for junior and senior Entrepreneurship majors to concentrate on specific subject matter to be determined by the instructor. Individual research and extensive oral and written reports are required.
Semester course; one, two, or three hours.