

ENTREPRENEURSHIP (ENT)

ENT 170 Special Topics

ENT 201 Principles of Entrepreneurship

This course introduces students to the unique challenges associated with recognizing an innovative concept or unique opportunity within an industry or market, and then the strategic means of effectively introducing a business to that market to exploit this unique opportunity. This course is cross disciplinary and invites students from any major to participate. If students wish to pursue a minor in Entrepreneurship this is one of the courses that will be required to satisfy the requirements for that minor. Formerly BUS 170.

ENT 241 Personal Branding & NIL

This course equips you with the skills to leverage your Name, Image, and Likeness (NIL). We will cover key topics related to social media strategy and planning, personal and professional branding, and sponsorships. This course will teach you how to develop and manage your individual and professional brand, find your niche, and connect and align your brand with potential sponsors. Overall, the course will provide you the tools to capitalize on your NIL to generate income, as well as social media management skills relevant to careers in sports, social media, and beyond.

ENT 270 Special Topics

ENT 301 Entrepreneurial Applications

This course is conducted in a team format that requires students to work together to identify unique market opportunities for innovative concepts and then actively work outside the classroom to validate and then develop new business operations to serve an under or non-served market. Regular group presentations with critical feedback are required to assist the teams in identifying the optimal concept and means of delivering that concept to the market. This course is a required course for any student seeking to minor in Entrepreneurship. Prerequisite(s): ENT201, ISBT 333 or Business major junior status

ENT 354 Entrepreneurial & Small Bus Mgt

(CROSS-LISTED WITH MGT 354) The actual art and practice of managing a small enterprise. Concepts and methods for decision making and being competitive. Actual cases with live situations and outside speakers from all areas--business, government, and organized labor--impinging on the small entrepreneur today. Prerequisite(s): (ENT 201 and ENT 301) or (BUS 101 and BUS 208) or (ISBT 333 and ISBT 334).