

ENTR 4002: Venture Creation

3 Credit Hours

Prerequisite: ENTR 3001, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

As an introduction to creating value for an entrepreneurial venture, this course provides information to increase students' awareness of the importance of being both externally-centric (focusing on definitions of value from the customer perspective) and internally-directed. This is achieved by developing and implementing strategies that meet customer expectations and satisfy the objectives of the new venture.

ENTR 4003: Venture Funding

3 Credit Hours

Prerequisite: ENTR 3001, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

Students identify and examine different types of financing, differentiate between venture capital and angel investor funding, and locate alternative financing (such as crowd-funding, peer-to-peer lending, micro-loans, and SBA loans). Additionally, students learn how to determine the value of a new venture. The course explores sourcing and acquiring financial resources that are required in new venture start-ups. Exit strategies including mergers, acquisitions, firm sales, and initial public offerings (IPOs) are examined.

ENTR 4004: Venture Commercialization

3 Credit Hours

Prerequisite: ENTR 4002 and ENTR 4003, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

This course integrates the aspects of developing the entrepreneurial mindset, creating market value, financing the venture, and commercializing the opportunity for a new for-profit, enterprise initiative (Intrapreneurship) or social business venture. The students execute the action phase of the business plan, engage capital strategies, secure charter customers, interview community entrepreneurs, and formally pitch the new venture for critique by entrepreneurs or venture capitalists.