

Fall 2020 Course Descriptions as of 04/05/2020 08:11 PM

Information in Browse Course Catalog is subject to change. Information is term specific. Please refer to the appropriate term when searching for course content. Key to Course Descriptions may be found at: http://rcs.registrar.arizona.edu/course_descriptions_key.

Entrepreneurship (ENTR)

ENTR 101: Ethics, Economy & Entrepreneurship (3 units)

Description: CENTRAL QUESTIONS: Why do some societies grow rich while other societies remain poor? What must a person do to succeed in market society? What must a person do to deserve to succeed? (What does it mean to truly be of service?) How do entrepreneurs think and act? How do they start a business? How do they sustain a business? How do they learn to acknowledge and correct flaws in their business model?

Grading basis: Student Option ABCDE/PF

Career: Undergraduate

Course Components:	Discussion	May Be Offered
	Lecture	Required

Also offered as: AREC 101, PPEL 101

Course typically offered:

Main Campus: Fall, Spring

Community Campus: Fall, Spring, Summer

Home department: Political Economy & Moral Science

ENTR 296: Special Topics in Entrepreneurship (1 - 3 units)

Description: This repeatable, variable for-credit course is designed to meet student needs for exposure to trending topics in entrepreneurship and innovation. The special topics course opens the possibility to offer a variety of subjects that enhance the curriculum as a response to current issues. While specific course descriptions do not appear in the Catalog, they will be included in the class schedule when offered.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Seminar	Required
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Repeatable: Course can be repeated a maximum of 2 times.

Course typically offered:

Main Campus: Spring

Field trip: There will be one out of state field trip associated with this course. The location will vary depending on the case study assigned and students will have the ability to opt out.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

Description: This course is organized as an introduction to entrepreneurial principles for those seeking to develop an owner-operated, lifestyle business. The primary audience for this course is those interested in starting a business in the traditional small-business mode. If you want to own your own business or develop your own venture, this course introduces the entrepreneurial mind-set, examines the initiation of entrepreneurial ventures, explains entrepreneurial businesses, and guides students through initial steps in developing a feasibility study as preparation for a business plan. Drawing on textbook readings, articles, and podcasts, the course provides an overview of entrepreneurial principles for use in a variety of organizational settings, including start-up ventures, small businesses, not-for-profit organizations, and other business and non-business activities.

Main Campus: Fall

Description: This course is organized for those interested in applying entrepreneurial skills and principles to grow an established business. The course introduces the entrepreneurial mindset, examines the development of entrepreneurial ventures, explains the principles and practices of growing and scaling an existing business, and guides students through initial steps in developing a feasibility study as preparation for an advanced business plan for growth. This course is designed to provide academic and practical lessons for existing entrepreneurs who wish to develop their existing ventures.

Course Components: Lecture Required

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 380: Social Innovation Organizations (3 units)

Description: This course will provide students with both academic and real-world knowledge and experience in creating social impact. We will examine a variety of organizational structures including nonprofit, for profit, and hybrid organizations such as B corps, looking for best practices in social innovation. We will study how leaders create positive change by cycling through the social impact cycle, and we will learn about local organizations of various kinds and sizes and evaluate their efforts to innovate in addressing complex issues.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: MGMT 380

Course typically offered:

Main Campus: Fall, Spring

Home department: Management & Organizations

ENTR 381: Management of Effective Non-Profit Organizations (3 units)

Description: After completion of the course, you will have a comprehensive understanding of managing effective non-profit organizations including: understanding nonprofit organizations, governing and leading, accountability, capacity, strategic planning, managing staff and volunteers, and fundraising. You will learn through visiting and meeting influential non-profit leaders in the community, reading, and hands on projects.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: MGMT 381

Course typically offered:

Main Campus: Fall

Recommendations and additional information: Will need to take ACCT 200 or ACCT 250 or ECON 200 or MIS 111 as a pre-requisite.

Home department: Management & Organizations

Enrollment requirement: Adv Stdg: Business Management or ESIC (Eller Social Innovation Certificate) student group.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 382: Nonprofit Consulting (3 units)

Description: This course will provide students with real-world knowledge and experience in management consulting for nonprofit organizations. Specifically, students work in teams and use their business expertise to consult on projects with nonprofit organizations in the community. This action-based course provides students with the opportunity to work with organizations making a positive impact on the Tucson community. Students will learn through hands-on experiences with actual clients to develop resume building experiences and skills valued in the work place. Focused application of consulting, business-related research, and client management will be the emphasis of this course.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Seminar Required

Also offered as: MGMT 382

Course typically offered:

Main Campus: Fall, Spring

Enrollment requirement: Adv Stdg: Business Management or ESIC (Eller Social Innovation Certificate) student group.

ENTR 393A: Internship within New Ventures (1 - 3 units)

Description: Internship in new venture and venture capital firms supervised by Entrepreneurship Program faculty. Student work will involve direct participation in any or all aspects of enterprise creation, expansion, or restructuring. Host firms and students are matched according to company emphasis and student study focus.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Enrollment requirement: Adv Stdg: Entrepreneurship.

ENTR 400: Tech Ventures (3 units)

Description: If you've ever thought of founding a tech company - now or in the future - this course will help you do it better. Or, if you expect to work with young tech companies or consider investing in them, this course will put you in their shoes, so you understand their needs and risks. The course is designed to be dynamic, participatory, and practical. You will "learn by doing"-- applying each week's lessons to produce a part of the strategy and material to launch a business. This course will provide a hands-on experience, teaching the entrepreneurship skills necessary to launch a new venture based on a technology invention.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 406: Principles of Entrepreneurship (3 units)

Description: Purpose of course is to introduce entrepreneurial principles used in identification and assessment of economically viable business opportunities.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Co-convened with: ENTR 506

Course typically offered:

Main Campus: Fall, Summer

Recommendations and additional information: Will need to take ACCT 200 or ACCT 250 or ECON 200 or MIS 111 as a pre-requisite.

ENTR 410: Innovation & the Creative Process (3 units)

Description: In this class, students will have the opportunity to contribute to the field of innovation research through a careful and scholarly examination of the creative process.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Spring

ENTR 413A: The Ethical Entrepreneur (3 units)

Description: Students undertake an ethical and economic assessment of the institutions that make up a marketplace. Acquire powerful ideas for discussing the daily news with their students, and equipping them with analytical skills for addressing ethical issues in their daily lives and in their future roles as citizens. General use of statistics, and perhaps more importantly, misleading with statistics is a topic covered. Sample topics that may be addressed include: why some societies grow rich while others remain poor; why some institutions lead to corruption, waste and mutual destruction; why other institutions steer human ingenuity toward inventing ways of making fellow citizens (one's customer base) better off; the boundaries of individual ethics within the marketplace; what one must do to succeed in a market society; and what one must do to deserve to succeed.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: FCSC 413A, LAW 413A, PHIL 413A

Co-convened with: ENTR 504

Course typically offered:

Main Campus: Summer

Home department: Philosophy

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 415: Strategic Planning (3 units)

Description: This course provides an overview and applications of strategic planning theories, methods, and group processes in different organizational environments.

Grading basis: Regular Grades

Career: Undergraduate

Flat Fee: \$35

Course Components: Lecture Required

Also offered as: PHPM 415

Co-convened with: ENTR 515

Course typically offered:

Main Campus: Fall

Online Campus: Fall

Recommendations and additional information: Undergraduate senior student in public health or business academic program or approval of instructor.

Home department: Community, Environment & Pol

ENTR 420L: Innovation Principles and Environments Laboratory (1 unit)

Description: Lab course for ENTR 420R/520R. This course will develop an innovation-specific feasibility study or business plan that will be discussed in ENTR 420R/520R. This course may be taken either concurrent or subsequent to ENTR 420R/520R.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Laboratory Required

Equivalent to: ENGR 420L

Also offered as: ENGR 420L

Co-convened with: ENTR 520L

Course typically offered:

Main Campus: Spring

Recommendations and additional information: Prerequisite or concurrent registration, ENTR 420R.

ENTR 420R: Innovation Principles and Environments (3 units)

Description: Overview of entrepreneurial approach, strategies, and skills within a range of environments to advance technology and innovations. Students can pair ENTR 420R/520R with lab course to develop innovation-specific feasibility study or business plan.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: ENGR 420R

Also offered as: ENGR 420R

Co-convened with: ENTR 520R

Course typically offered:

Main Campus: Spring, Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 421R: Corporate Entrepreneurship (3 units)

Description: In our rapidly changing global environment, companies cannot be static ... they must continually adjust, adapt, and redefine themselves to remain competitive. Innovative and entrepreneurial attitudes and behaviors are necessary for firms of all sizes to prosper and flourish. The challenges include creating an environment for new ideas within companies, and encouraging employees to act on these ideas. This course examines Corporate Entrepreneurship as a broad concept that includes the generation, development, and implementation of new ideas, behaviors, products, services, systems, plans, and programs within established organizations.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Lecture	Required
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Co-convened with: ENTR 521R

Recommendations and additional information: ACCT 200 or ACCT 250 or ECON 200 or MIS 111

ENTR 436: Engineering Innovation (3 units)

Description: Many small advances often create major technological breakthroughs that are commercial successes: integrated circuits, DNA sequencing, and charge-coupled devices are some examples. This course will examine engineering innovation in three stages by 1) dissecting past breakthroughs to show how they work and how they came into existence at a particular time and place, 2) preparing a case study on a current technology to build a framework of what to look for, and 3) applying this framework to a technology on the horizon to determine what its potential might be. The course will be of interest to students from all of the engineering and science disciplines as well as students in the humanities who have some science background and a strong interest in how technological innovation happens.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Lecture	Required
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Also offered as: CHEE 436, ENGR 436

Course typically offered:

Main Campus: Fall

Home department: Chemical & Environmental Engineering

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 448: Healthcare Entrepreneurship (3 units)

Description: In this course you will focus your business and entrepreneurial skills on contemporary healthcare challenges and opportunities. Through a series of readings, case studies, discussions, guest speakers, and assignments, you will explore a number of contemporary healthcare problems and identify entrepreneurial solutions to these problems.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: MGMT 448

Co-convened with: ENTR 548

Course typically offered:

Main Campus: Fall, Spring

Home department: Management & Organizations

ENTR 453: Communication and Organizational Change (3 units)

Description: Change is inherent in contemporary organizations. Some changes result from planned innovations, others are reactive to internal, industry, and environmental jolts and surprises. Some changes are minor and gradual; others are sudden and revolutionary. Regardless of the stimulus or type of change, managers and leaders must manage and communicate change effectively to achieve successful implementation and results. This is not easy because employees and other stakeholders often resist change due to uncertainty, deeply-rooted cultural values and norms, politics, and a variety of other potential barriers to change. This case-based class provides an understanding of change processes in organizations and teaches students how to develop successful communication strategies to effectively guide the change process.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: MGMT 453

Co-convened with: ENTR 553

Course typically offered:

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 455: Small Business Development and Consulting (3 units)

Description: This course provides a project based, integrative course that brings together all aspects of business. Students are challenged to integrate accounting, marketing, finance, operations and management skills into one project. Classroom activities focus on consulting skills and help students develop a framework for analyzing current business processes with a problem solving aim. Each student consulting team will work with a local small business owner. Professional guidance and mentoring for each team will be provided by local business professionals and Eller alumni, in addition to Eller faculty and staff.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Enrollment requirement: Adv Stdg: Accounting, Business Management, Business Economics, Finance, Marketing, MIS, Ops Management, General Business or Entrepreneurship.

ENTR 457: Project Management (3 units)

Description: Foundations, principles, methods and tools for effective design and management of projects in technology-based organizations. This course focuses on the scope, time, cost, performance and quality concerns of engineering projects characterized by risk and uncertainty. Initiating, planning, executing, monitoring, controlling and closing process are addressed. Students design and complete a project from concept through completion. Project management software is utilized.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: SIE 457

Co-convened with: SIE 557

Course typically offered:

Main Campus: Fall

Distance Campus: Fall

Home department: Systems & Industrial Engineering

Enrollment requirement: Adv Stdg: Engineering or Adv Stdg: Entrepreneurship.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 465: Global Social Entrepreneurship (3 units)

Description: This course examines Global Entrepreneurship and global opportunities with a social umbrella. It gives you the opportunity to use your skills and talents to make a difference: identify a global problem/issue/opportunity, find a solution and use your business mindset to determine if this solution may be viable as a business, whether for profit or non-profit, at home abroad or both.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Co-convened with:

Course typically offered:

Main Campus: Fall, Spring, Summer

Online Campus: Fall, Spring, Summer

Recommendations and additional information: Students should have at least a sophomore status in their programs

ENTR 468: Persuasion in Entrepreneurial Contexts (3 units)

Description: Persuasion is central to organizations and business. Whether you are a supervisor trying to motivate an employee, a salesperson trying to land a client, a CEO inspiring organizational members toward a new vision, a marketing professional trying to create a product niche, or an entrepreneur attempting to garner financial support for a new venture, persuasion lies at the heart of organizational processes. This course is designed to develop student understanding of the role of persuasion in organizations and business settings.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: MGMT 468

Co-convened with: ENTR 568

Course typically offered:

Main Campus: Spring

Recommendations and additional information: ACCT 200 or ACCT 250 or ECON 200 or MIS 111

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 481A: Innovation, Translation and Entrepreneurship (2 units)

Description: Where do new medical devices and therapeutic systems come from? In this course students will learn how one innovates in the medical arena and how you take a concept of potential practical value and make it real. All the critical steps in medical innovation will be discussed.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: ENGR 481, ENGR 481A, ENTR 481, MED 481, MED 481A, OPTI 481, OPTI 481A, PATH 481, PATH 481A

Also offered as: BME 481A, ENGR 481A, LAW 481A, MED 481A, OPTI 481A, PATH 481A, SOC 481A

Co-convened with: ENTR 581A

Course typically offered:

Main Campus: Spring

ENTR 483: Entrepreneurial Management: Launching New Ventures (3 units)

Description: This course, the continuation of ENTR 406: Principles of Entrepreneurship, focuses on entrepreneurial management: the process, preparation and managerial aspects of launching a new venture. The process includes a review on developing a successful idea, moving from the idea to becoming a startup firm, and managing and growing the entrepreneurial firm.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: ENTR 406, which may not be taken concurrently. Will need to take ACCT 200 or ACCT 250 or ECON 200 or MIS 111 as a pre-requisite.

Honors Course: Honors Contract

Honors Course: Honors Contract

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 484: Development of New Venture Plans (4 units)

Description: Preparation and presentation of a comprehensive business plan. Integration of financial, operational, and marketing elements.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: FIN 484, MAP 484, MGMT 484, SIE 484

Also offered as: SIE 484

Course typically offered:

Main Campus: Spring

Enrollment requirement: Adv Stdg: Entrepreneurship.

ENTR 485: Innovating:Creating the Future (3 units)

Description: This course, the summative experience for the Eller Undergraduate program, will explore the concept and avenues of innovation, broadly conceived, and its practical counterpart, entrepreneurship, as they connect to competitive advantage for individuals, institutions, even countries, with a particular focus on innovation in a 'wicked problem' domain. The course will thus provide students the opportunity to integrate and apply their cross-functional training to a real-world challenge of current interest to industry, policy makers, and society at large. The focus of the course is a semester-long innovation project through which students will learn and execute the components of the innovation process from the identification of a need or problem in the environment through the development of a coherent, viable plan for its fulfillment or solution. Both underlying knowledge and specific skills relevant to innovation will be covered, including conceptions of innovation; the innovation cycle; the innovation 'system' and regulatory environment; methods of environmental scanning and industry structure analysis; design thinking and creativity; scenario planning; intellectual property; strategic and organizational aspects of innovation success or failure; product/service development; estimation/projection/valuation; and plan development and presentation. The course culminates in a plan competition, with awards.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring, Summer

Enrollment requirement: Major: ACCT, BMGT, BNEC, ENTR, FIN, MIS, MKTG or OPER.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 487: New Venture Development and Industry Analysis (4 units)

Description: Integration of marketing, production and management functions. Pro forma statements. Development of venture capital.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: MAP 487, MGMT 487, SIE 487

Also offered as: SIE 487

Course typically offered:

Main Campus: Fall

Student Engagement Activity: Entrepreneurship

Student Engagement Competency: Innovation and Creativity

ENTR 488: Social Entrepreneurship (3 units)

Description: Focusing your business and entrepreneurial skills on social and/or environmental problem solving.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Equivalent to: MAP 488

Also offered as: MGMT 488

Co-convened with: ENTR 588

Course typically offered:

Main Campus: Fall

Home department: Management & Organizations

Enrollment requirement: Adv Stdg: Entrepreneurship.

ENTR 491: Preceptorship (1 - 4 units)

Description: Specialized work on an individual basis, consisting of instruction and practice in actual service in a department, program, or discipline. Teaching formats may include seminars, in-depth studies, laboratory work and patient study.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Course typically offered:

Main Campus: Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 496: Special Topics in Entrepreneurship (3 units)

Description: This repeatable for-credit course is designed to meet student needs for exposure to trending topics in entrepreneurship and innovation. The special topics course opens the possibility to offer a variety of subjects that enhance the curriculum as a response to current issues. While specific course descriptions do not appear in the Catalog, they will be included in the class schedule when offered.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Seminar Required

Repeatable: Course can be repeated a maximum of 2 times.

Recommendations and additional information: ACCT 200 or ACCT 250 or ECON 200 or MIS 111

ENTR 498H: Honors Thesis in Entrepreneurship and Innovation (3 - 6 units)

Description: An honors thesis is required of all students graduating with honors. Students ordinarily sign up for this course as a two-semester sequence. The first semester the student performs research under the supervision of a faculty member; the second semester the student writes an honors thesis under the supervision of a faculty member.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 2 times.

Enrollment requirement: Student must be active in the Honors College.

Honors Course: Honors Course

Honors Course: Honors Course

ENTR 499: Independent Study (1 - 5 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 2 times.

Course typically offered:

Main Campus: Fall, Winter, Spring, Summer

Enrollment requirement: Adv Stdg: Entrepreneurship.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 499H: Honors Independent Study (1 - 5 units)

Description: Qualified University Honors students working on an individual basis with professors who have agreed to supervise such work.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Independent Study Required

Course typically offered:

Main Campus: Fall, Winter, Spring, Summer

Enrollment requirement: Student must be active in the Honors College.

Honors Course: Honors Course

Honors Course: Honors Course

ENTR 500A: Technology, Entrepreneurship and Commercialization (3 units)

Description: This course will expose MBAs and other Graduate students to venture creation and technology commercialization. Students will form teams across all disciplines as well as utilizing UA IP. Teams will be exposed to entrepreneurship in the economy and the determinants of entrepreneurial activity. The course will delineate skills needed to start a new enterprise, division, or product/service line, to recognize economic opportunity and understand key requirements for a successful venture.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Also offered as: CALS 500A, LAW 500A, SCI 500A

Course typically offered:

Main Campus: Fall

ENTR 506: Principles of Entrepreneurship (3 units)

Description: Purpose of course is to introduce entrepreneurial principles used in identification and assessment of economically viable business opportunities. Graduate-level requirements include engagement in an advanced level of critical classroom dialogue, a feasibility study requiring gathering and assessing background data on a social and/or economic problem with a potential entrepreneurial solution to the identified problem.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: ENTR 406

Course typically offered:

Main Campus: Fall, Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 513A: The Ethical Entrepreneur (3 units)

Description: Students undertake an ethical and economic assessment of the institutions that make up a marketplace. Acquire powerful ideas for discussing the daily news with students or colleagues, and equipping them with analytical skills for addressing ethical issues in their daily lives and in their future roles as citizens. General use of statistics, and perhaps more importantly, misleading with statistics is a topic covered. Sample topics that may be addressed include: why some societies grow rich while others remain poor; why some institutions lead to corruption, waste and mutual destruction; why other institutions steer human ingenuity toward inventing ways of making fellow citizens (one's customer base) better off; the boundaries of individual ethics within the marketplace; what one must do to succeed in a market society; and what one must do to deserve to succeed.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Also offered as: FCSC 513A, LAW 513A, PHIL 513A

Co-convened with: ENTR 404

Course typically offered:

Main Campus: Summer

Home department: Philosophy

ENTR 515: Strategic Planning (3 units)

Description: This course provides an overview and applications of strategic planning theories, methods, and group processes in different organizational environments. Graduate-level requirements include a 20-page paper in lieu of the final exam.

Grading basis: Regular Grades

Career: Graduate

Flat Fee: \$35

Course Components: Lecture Required

Also offered as: PHPM 515

Co-convened with: ENTR 415

Course typically offered:

Main Campus: Fall

Home department: Community, Environment & Pol

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 520L: Innovation Principles and Environments Laboratory (1 unit)

Description: Lab course for ENTR 420R/520R. This course will develop an innovation-specific feasibility study or business plan that will be discussed in ENTR 420R/520R. This course may be taken either concurrent or subsequent to ENTR 420R/520R. Graduate-level requirements include graduate students serving as team leaders.

Grading basis: Regular Grades

Career: Graduate

Course Components: Laboratory Required

Equivalent to: ENGR 520L

Also offered as: ENGR 520L

Co-convened with: ENTR 420L

Recommendations and additional information: This course may be taken either concurrent or subsequent to ENTR 420R/520R.

ENTR 520R: Innovation Principles and Environments (3 units)

Description: Overview of entrepreneurial approach, strategies, and skills within a range of environments to advance technology and innovations. Students can pair ENTR 420R/520R with lab course to develop innovation-specific feasibility study or business plan. Graduate-level requirements include a final exam.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Equivalent to: ENGR 520R

Also offered as: ENGR 520R

Co-convened with: ENTR 420R

ENTR 521R: Corporate Entrepreneurship (3 units)

Description: In our rapidly changing global environment, companies cannot be static ... they must continually adjust, adapt, and redefine themselves to remain competitive. Innovative and entrepreneurial attitudes and behaviors are necessary for firms of all sizes to prosper and flourish. The challenges include creating an environment for new ideas within companies, and encouraging employees to act on these ideas. This course examines Corporate Entrepreneurship as a broad concept that includes the generation, development, and implementation of new ideas, behaviors, products, services, systems, plans, and programs within established organizations. Graduate-level requirements include a research paper and higher overall scrutiny of work.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: ENTR 421R

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 523R: Customer Focused Entrepreneurship (3 units)

Description: This class is designed to strengthen your customer management skills and further your understanding of a set of powerful ideas about how to manage customers for superior business performance. You will be exposed to a set of well-established and effective strategies to create, deliver and sustain superior customer value, as well as some of the most novel and cutting-edge ideas in customer management. At the conclusion of the course, you will have acquired both formal frameworks and fresh ideas about how to acquire and retain customers.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Spring, Summer 1 and 2

ENTR 534: Industrial Analysis and New Venture Development (3 units)

Description: Value maximization; simulation of value distribution; sources of venture capital; timing of initial public offering; new venture ownership structuring.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Equivalent to: MAP 534, MGMT 534

Course typically offered:

Main Campus: Fall

Recommendations and additional information: ECON 500, FIN 511, MKTG 500. Open to entrepreneurship program students only.

ENTR 548: Healthcare Entrepreneurship (3 units)

Description: In this course you will focus your business and entrepreneurial skills on contemporary healthcare challenges and opportunities. Through a series of readings, case studies, discussions, guest speakers, and assignments, you will explore a number of contemporary healthcare problems and identify entrepreneurial solutions to these problems. Graduate-level requirements include completion of one additional assignment. Each graduate student will help facilitate one of the classes by gathering additional readings, preparing a brief presentation, preparing a set of discussion questions, or developing an in-class activity.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Also offered as: MGMT 548

Co-convened with: ENTR 448

Course typically offered:

Main Campus: Fall, Spring

Home department: Management & Organizations

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 549: Tech Ventures (3 units)

Description: In this course, you will focus your business and entrepreneurial skills on contemporary technology challenges and opportunities in the form of ventures.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Spring, Summer

Recommendations and additional information: This course assumes that students have taken Entrepreneurship Fundamentals ENTR 506 and New Venture Development ENTR 534.

Field trip: N/A

ENTR 553: Communication and Organizational Change (3 units)

Description: Change is inherent in contemporary organizations. Some changes result from planned innovations, others are reactive to internal, industry, and environmental jolts and surprises. Some changes are minor and gradual; others are sudden and revolutionary. Regardless of the stimulus or type of change, managers and leaders must manage and communicate change effectively to achieve successful implementation and results. This is not easy because employees and other stakeholders often resist change due to uncertainty, deeply-rooted cultural values and norms, politics, and a variety of other potential barriers to change. This case-based class provides an understanding of change processes in organizations and teaches students how to develop successful communication strategies to effectively guide the change process. Graduate-level requirements include additional readings and projects.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Also offered as: MGMT 553

Co-convened with: ENTR 453

Course typically offered:

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 554: Leading and Organizing for Innovation (3 units)

Description: Recent surveys indicate that innovation is at the top of the agenda for more than three-quarters of executives; at the same time, nearly as many report failing to meet their own hopes and expectations for their innovation initiatives. This graduate level course will focus in on what is increasingly understood to be a primary reason for the gap between aspirations and outcomes for innovation and entrepreneurship: the leadership and organization of the innovative process. As companies shift their thinking about innovation from being a fundamentally technological or mechanistic endeavor to one that is more organic, creative, and human-centered, so have they shifted their management concerns. Among them: What role does innovation play in overall strategy and where does it fit into strategic plans? What kind of leadership (or leaders) is required to develop an innovative culture? What are the implications for organizational structure and process? Is organizational innovations needed before companies can achieve their innovation objectives? Through readings, cases, exercises, and projects, we will explore these and related questions on the intangible contributors to innovative success for both existing and new firms in manufacturing, services, and nonprofits.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Winter, Spring, Summer

ENTR 556: Business for the Entrepreneur (3 units)

Description: Business for Entrepreneurs course will focus on topics of fundamental macroeconomics, accounting, management, and marketing.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Spring, Summer

Field trip: No

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 557: Project Management (3 units)

Description: Foundations, principles, methods and tools for effective design and management of projects in technology-based organizations. This course focuses on the scope, time, cost, performance and quality concerns of engineering projects characterized by risk and uncertainty. Initiating, planning, executing, monitoring, controlling and closing process are addressed. Students design and complete a project from concept through completion. Project management software is utilized. Graduate-level requirements include completing a more complex project which will include more tasks and will be characterized by greater risk and uncertainty.

Grading basis: Regular Grades

Career: Graduate

Course Components:	Lecture	Required
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Also offered as: SIE 557

Co-convened with:

Course typically offered:

Main Campus: Fall

Online Campus: Fall

Distance Campus: Fall

Recommendations and additional information: SIE 305.

Home department: Systems & industrial Engineering

ENTR 560: Entrepreneurship for Owner-Operated Businesses (3 units)

Description: This course is organized as an introduction to entrepreneurial principles for those seeking to develop an owner-operated, life-style business. The primary audience for this course is for those interested in starting a business in the traditional small-business business mode with the aim to achieve high growth. Participants will learn how to start, expand and grow their business with an emphasis on learning practical skills including effective leadership, negotiation and managing conflict with confidence. Effective recruitment practices and how to make your business indispensable to your customers are among key real world skills taught. At the end of the course, student groups will compete to sell a similar assigned product in the marketplace and reflect on their experience.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Spring, Summer

Field trip: No

-SA represents a Student Abroad & Student Exchange offering

-**CC** represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 561: Family Business (3 units)

Description: Family businesses are the most common type of enterprise in the world and arguably the most complex. This course will introduce you to the unique skills and knowledge needed to manage and sustain healthy family enterprises. Core topics include strategy, leadership in a family context, conflict resolution, succession planning, entrepreneurship and communication.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Spring, Summer

Field trip: No

ENTR 565: Global Social Entrepreneurship (3 units)

Description: This course examines socially centered entrepreneurship under a global umbrella. Our global interdependence teaches us to look for opportunities anywhere. We realize more than ever that no person, team, company, or country is an island. Our personal lives and the lives of the local organizations around us depend on issues at the international level, and the trend will likely continue.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: ENTR 465

Course typically offered: Online Campus: Fall, Winter, Spring, Summer

ENTR 568: Persuasion in Organizations (3 units)

Description: Persuasion is central to organizations and business. Whether you are a supervisor trying to motivate an employee, a salesperson trying to land a client, a CEO inspiring organizational members toward a new vision, a marketing professional trying to create a product niche, or an entrepreneur attempting to garner financial support for a new venture, persuasion lies at the heart of organizational processes. This course is designed to develop student understanding of the role of persuasion in organizations and business settings. Graduate-level requirements include completing additional work as well as having work reviewed with higher rigor.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Co-convened with: ENTR 468

Course typically offered:

Main Campus: Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 581A: Assessing Early Stage Medical Technologies for Commercial Potential (2 units)

Description: Where do new medical devices and therapeutic systems come from? In this course students will learn how one innovates in the medical arena and how you take a concept of potential practical value and make it real. All the critical steps in medical innovation will be discussed. Graduate-level requirements include graduate students serving as team leaders.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Equivalent to: ENGR 581, ENGR 581A, ENTR 581, MED 581, MED 581A, OPTI 581, OPTI 581A, PATH 581, PATH 581A

Also offered as: ENGR 581A, LAW 581A, MED 581A, OPTI 581A, PATH 581A

Co-convened with: ENTR 481A

Course typically offered:

Main Campus: Spring

ENTR 583: Entrepreneurial Management: Launching New Ventures (3 units)

Description: This course focuses on entrepreneurial management: the process, preparation and managerial aspects of launching a new venture. The course includes a review on developing a successful idea, moving from the idea to becoming a startup firm, and managing and growing the entrepreneurial firm.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Course typically offered: Online Campus: Fall, Spring, Summer

Recommendations and additional information: Prerequisite Requirement: Principles of Entrepreneurship ENTR 506

Field trip: No

ENTR 588: Social Entrepreneurship (3 units)

Description: Focusing your business and entrepreneurial skills on social and/or environmental problem solving. Graduate-level requirements include the experience to pitch the social entrepreneurship venture they have developed. Also the graduate students will have the experience to facilitate classes.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Also offered as: MGMT 588

Co-convened with: ENTR 488

Course typically offered:

Main Campus: Fall, Spring

Home department: Management & Organizations

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 593A: Internship within New Ventures (1 - 3 units)

Description: Internship in new venture and venture capital firms supervised by Entrepreneurship Program faculty. Student work will involve direct participation in any or all aspects of enterprise creation, expansion, or restructuring. Host firms and students are matched according to company emphasis and student study focus.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Recommendations and additional information: Acceptance into Berger Entrepreneurship Program.

ENTR 599: Independent Study (1 - 5 units)

Description: Qualified students working on an individual basis with professors who have agreed to supervise such work. Graduate students doing independent work which cannot be classified as actual research will register for credit under course number 599, 699, or 799.

Grading basis: Alternative Grading: S, P, F

Career: Graduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 4 times.

Course typically offered:

Main Campus: Fall, Winter, Spring, Summer

ENTR 600: Sociology of Knowledge, Ideas, and Innovation (3 units)

Description: This course draws on the sociology of science, organizations, networks, and culture to understand how ideas are developed and how they spread. The sociology of knowledge has experienced a recent resurgence, and we'll focus on new developments in empirical research on the topic, broadly written. We will focus on knowledge production (sources of innovation, how network ties/position and organizational context affect idea generation), knowledge diffusion (through visible and invisible communities, and at micro and macro levels), and knowledge reception (how it is evaluated and used). We'll focus on scientifically based knowledge generated in the academy, but this will not preclude study of industry settings and the humanities. After some theoretical grounding, we will familiarize ourselves with empirical investigations in the sociology of knowledge with the aim of generating our own original research in the area.

Grading basis: Regular Grades

Career: Graduate

Course Components: Lecture Required

Also offered as: SOC 600

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: SOC 575 and 569 or equivalent.

Home department: School of Sociology

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 633D: Law, Entrepreneurship, and Innovation (2 - 3 units)

Description: This course explores the legal issues faced by entrepreneurial businesses, including the dynamics of entrepreneurial finance (e.g., venture capital). This course will proceed in three parts. The first part will explore the basics of choice of entity and founders' issues, including corporate governance and exit mechanisms. An LLC operating agreement will be used as the primary teaching tool. Students will be asked to revise provisions in the sample operating agreement based on hypothetical changes in the founders' relationship. The second part of the course will focus on funding the entrepreneurial venture from the perspective of entrepreneurs and their lawyers, and will include a discussion of securities law and disclosure issues. A private placement memorandum (PPM) or similar document will be used as the primary teaching tool. Students will be asked to adapt the "risk factors" section of the sample PPM to fit a new, hypothetical venture. The third part of the course will explore a broad range of legal issues faced by entrepreneurial businesses and the dynamics of entrepreneurial finance (e.g., venture capital). It will also introduce other types of private equity transactions (e.g., MBOs, LBOs). Student presentations will be used as the launching point for class discussions.

Grading basis: Alternative Grading: ABCDE/SP

Career: Graduate

Course Components: Lecture Required

Equivalent to: ENTR 633D

Also offered as: LAW 633D

Course typically offered:

Main Campus: Fall

Home department: Law

ENTR 696: Seminar in Entrepreneurship (3 units)

Description: This class provides entrepreneurship doctoral minor students an overview of traditional and current theories of innovation and entrepreneurship, as well as exposure to empirical research grounded in, and building upon, these theories. This course is a doctoral seminar.

Grading basis: Regular Grades

Career: Graduate

Course Components: Seminar Required

Course typically offered:

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

ENTR 696H: Special Topics in Entrepreneurship (1 - 3 units)

Description: The development and exchange of scholarly information, usually in a small group setting. The scope of the work shall include the advanced exploration of current topics in entrepreneurship, which will require course registrants to engage in research and scholarly exchanges through class discussion, reports, and/or papers. Course may include special topics in entrepreneurship such as the marketing of innovations and early stage technologies, the entrepreneurial dimensions of colleges and universities, intellectual property protection and management, and other potential new topics. Grading scales will be determined on a topic by topic basis, but will include a minimum of one comprehensive exam or one comprehensive term paper/research project.

Grading basis: Regular Grades

Career: Graduate

Course Components: Seminar Required

Repeatable: Course can be repeated for a maximum of 9 units.

Also offered as: MKTG 696H

Course typically offered:

Main Campus: Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.