**Entrepreneurship**

**EsTR 3010 - sew Venture Creation......................3.00 Credits** This course concentrates on how new businesses are started. Objectives of the course are understanding entrepreneurs, seeking and evaluating opportunities for new ventures, and gathering resources to convert those opportunities into business. Student projects will include development of business plans for new ventures they have chosen.

**EsTR 3105 - Financing**

**Entrepreneurial Ventures .......................................3.00 Credits** This course covers various aspects of financing and entrepreneurial venture. Major topics include attracting seed and growth capital from sources such as individuals, venture capital, investment banking, government and commercial banks.

**EsTR 4020 - Marketing for Entrepreneurs .........3.00 Credits**

In-depth study of entrepreneurial marketing strategies and techniques. Examines how a start-up or small-to medium sized business with distinct market needs operates within limited budgets. Case method is emphasized.

**EsTR 4105 - E-Commerce .....................................3.00 Credits** This course introduces students to the practical know-how, issues, and theory of doing business on the Internet. The course covers topics such as technologies of e-Commerce (network, software, database, security, and e-payment), current business strategies of e-Commerce, and contemporary issues of e-Commerce.

*Prerequisite: MGMT 3206.*

**EsTR 4120 - Corporate Venturing: Entrepreneurship**

**in Organization ........................................................3.00 Credits** This course provides familiarity with reading and case study analysis leading to a thorough understanding of the four components of corporate venturing-innovation, entrepreneur- ship, leadership and corporate culture. Its goal is to pro- vide overall development of student respect for problems and risks that face entrepreneurial success rates by creating and evaluating opportunity, measuring risk, recognizing cult Ural barriers and opportunities, overcoming obstacles and institutionalizing change.

**EsTR 4130 - Business and Tax Planning ..............3.00 Credits** This course examines common tax, corporate, and securities law concepts. Topics include types of business entities; ownership and control; changes in form of ownership; stock- holder and partnership agreements; compensation; private placement; purchase and sale of assets; dividends, recapitalization and redemptions; installment sales; spin-offs and split-offs; public offerings; and mergers and acquisitions.