

ENTREPRENEURSHIP (ENTP)

ENTP 300 Introduction to Entrepreneurship (3 Credits)

An introduction to entrepreneurship. Topics include entrepreneurship, entrepreneurs, and new venture development. Individual and team projects, including the development of introductory level business plans.

Prerequisites: Junior standing completion of 60 credit hours of work.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

ENTP 330 NEW VENTURE MARKETING (3 Credits)

New Venture Marketing (3) A study of the fundamentals of marketing research, planning, and strategy as applied to new ventures. Major emphasis on developing market planning and research skills.

Prerequisite: ENTR 300.

Prerequisite(s): (ENTP 300)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

ENTP 335 FINANCIAL FOUND/NEW VENT (3 Credits)

Financial Foundations for New Ventures (3) Foundational accounting and financial analysis for new ventures. Major emphasis on the production, integration, and interpretation of financial information for use in business planning and capital budgeting. Prerequisites: ACCT 231 and ENTR 300.

Prerequisite(s): (ACCT 231 and ENTP 300)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

ENTP 420 SEMINAR IN ENTREPRENEURSHIP (3 Credits)

Seminar in Entrepreneurship (3) Capstone course in the entrepreneurship concentration. Major emphasis on entrepreneurial skill integration, case analysis, and the development and presentation of an advanced-level business plan. Prerequisites: ENTR 300, ENTR 330, and ENTR 335.

Prerequisite(s): (ENTP 300 and ENTP 330 and ENTP 335)

College/School: JHJ School Of Business

Department: Dept of Business Admin.