### ENT—ENTREPRENEURSHIP AND INNOVATION

#### COLLEGE OF BUSINESS ADMINISTRATION

**ENT U201 The Entrepreneurial Universe**  
4 SH  
Designed as an introductory course for entrepreneurship majors and as an overview course for all others, including non-CBA students. Covers the importance of entrepreneurship, the characteristics of entrepreneurs, the entrepreneurship process, and the alternatives for entrepreneurial careers. Career paths include starting a new business, acting as a venture financier, doing corporate venturing, and embarking on social venturing. Types of start-ups include growth ventures, small and medium enterprises, and microbusinesses. Helps students decide whether they want to become entrepreneurs.

**ENT U204 Innovation!**  
4 SH  
Designed to serve the needs of students, in all colleges, who wish to learn how new technology gets transformed into new products and services. In today's competitive global marketplace, innovation is the lifeblood of any enterprise. This course intends to provide undergraduate students with the fundamental insight needed to understand innovation and the innovation process. The guiding framework is a three-stage process that starts with creativity, leading to the design of a new solution, followed by implementation of that solution.

**ENT U206 Social Entrepreneurship**  
4 SH  
Designed to provide students with an in-depth exposure to entrepreneurship in the social sector, a rapidly growing segment of the global economy. Uses the case method to expose students to leading entrepreneurs who have developed and implemented business models to solve social problems such as extreme poverty, disease, illiteracy, and economic and social dislocation. Focuses on uniquely creative and driven people who have dedicated their lives to making a difference in the lives of others through values-based entrepreneurship.

**ENT U301 Opportunity Assessment and Entrepreneurship Marketing**  
4 SH  
Covers idea generation, feasibility analysis, and opportunity assessment to determine whether a business idea is worth pursuing. The key question addressed is, How do you start a company that, from the beginning, is market oriented and focused on what customers are willing to buy? Prereq. ENT U201.

**ENT U306 Global Developmental Entrepreneurship**  
4 SH  
Offers an opportunity to learn how entrepreneurs start, finance, and manage small businesses. Includes a field experience in South Africa, which involves identifying start-ups and small business for assistance in developing a business plan and seeking debt and/or equity financing. Students have an opportunity to consider the unique challenges encountered by entrepreneurs in economically disadvantaged communities and the additional challenges presented by South Africa's history of racism and its current struggles with HIV/AIDS. Teaches students the basic concepts and tools associated with small business management, such as preparing financial models and a written business plan and investment presentation, with the goal that they can provide meaningful consulting assistance to township entrepreneurs. Prereq. Sophomore standing.

**ENT U308 Economic History of Modern South Africa**  
4 SH  
Covers the economic history of modern South Africa through lectures from faculty at the partner university in South Africa and also from the Northeastern professor. Includes the country's transition from apartheid to its present economic and political situation. Offers an opportunity to learn how South Africa has managed to overcome the struggles of its recent past and become one of the leading emerging economies of the world with a flourishing business community. Includes readings in and study of modern South African economics, law, history, politics, and culture. Prereq. Sophomore standing.

**ENT U321 The Human Side of Innovation**  
4 SH  
Explores effective and practical strategies to stimulate people to develop new and innovative ideas. Innovation is necessary to remain competitive and to anticipate changes in technology and customer expectations. While innovation initiatives often focus on new business processes and product development, the key to innovation in organizations is “people.” Focuses on managing people working in teams for innovation in products, systems, and services. Emphasizes learning the managerial practices and organizational structures required to support creativity and build the cultures that encourage and sustain innovative behaviors and activities. Frameworks for building and leading high-performing project teams that sustain the innovative organization are shown and illustrated for different types of projects. Prereq. ENT U201 or ENT U204.

**ENT U401 Small Business Management, Operations, and Growth**  
4 SH  
Explores the key principles and practices needed to start and bring a business, based on a good idea, up through its first stage of growth. Covers alternative approaches to business entry, initial team building, establishing control systems, cash flow management, legal matters, and other operational issues. Prereq. ENT U201.
ENT U501 Venture Creation and Entrepreneurial Finance 4 SH
Comprises a senior capstone course for entrepreneurship majors. Covers the issues raised when creating a company that goes through multiple rounds of financing in order to become a successful large company. Topics include managing growth, writing business plans, raising money, and formulating exit strategies. Focuses on projects to obtain venture financing from venture capitalists, angels, and corporate investors. Prereq. ENT U301 and ENT U401.

ENT U503 Small Business Service and Retail Creation 4 SH
Comprises a capstone course for seniors interested in the start-up and growth of service and retail businesses. Includes developing a small venture business plan, strategy development for the small business, sales forecasting, pro forma development, debt financing, and service developments. Sponsored by the Center for Family Business, the focus of projects is to obtain a bank loan to start a business. Prereq. ENT U401.

ENT U921 Independent Study 1 SH
ENT U922 Independent Study 2 SH
ENT U923 Independent Study 3 SH
ENT U924 Independent Study 4 SH
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. Prereq. Permission of instructor.