Entrepreneurial Management Courses (ENTR)

This is a list of all entrepreneurial management courses. For more information, see Entrepreneurial Management.

**ENTR:1010 Exploring Entrepreneurship** 3 s.h.
Introduction to entrepreneurship, including identifying characteristics of the entrepreneur, evaluating opportunities, engaging in customer discovery, design thinking, feasibility, financing, and planning for success.

**ENTR:1020 Business Innovation** 3 s.h.
Overview of entrepreneurship, innovation, and project management concepts; work in teams with Science, Technology, Engineering, and Mathematics (STEM) industry mentors to develop innovative solutions to real-world problems.

**ENTR:1300 First-Year Seminar** 1 s.h.
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities).

**ENTR:1350 Foundations in Entrepreneurship** 2 s.h.
Basic core business concepts faced by entrepreneurial managers in small business accounting, marketing, and business planning. Recommendations: non-business major interested in studying entrepreneurship.

**ENTR:2000 Entrepreneurship and Innovation** 3 s.h.

**ENTR:2800 Entrepreneurial Experience** 1-3 s.h.
Applied learning course designed to enhance innovation and opportunity recognition skills, develop customer discovery expertise, and foster team-building and leadership abilities.

**ENTR:3000 Practicum in Entrepreneurship** 1-3 s.h.
Applied, experiential learning opportunities designed to foster development of entrepreneurial leadership skills; opportunity recognition and assessment, strategic business planning, innovation and creativity, team leadership, professional communication skills, strategy development and execution.

**ENTR:3050 Professional Preparation for Enterprise Leadership and Entrepreneurship** 1 s.h.
Survey of career paths for students studying enterprise leadership and entrepreneurship; opportunities to build a professional network through regular interaction with business professionals and industry leaders; creating strategies for securing internships and full-time employment; developing professional soft skills to succeed in today’s workplace.

**ENTR:3100 Entrepreneurial Finance** 3 s.h.
Understanding financial aspects of new and growing ventures; focus on preparing financial projections, analyzing financial performance, managing cash flow, and determining financial feasibility; detailed overview of various sources of capital available for start-up and growing ventures. Prerequisites: ENTR:3520 or THTR:3520 or ENTR:2000 or MGMT:3100.

**ENTR:3200 Entrepreneurial Marketing** 3 s.h.
Practical marketing concepts for evaluating the market potential for new products, services, or business opportunities; how to obtain and evaluate market data, determine customer demand, analyze the competition, design effective promotions, develop and implement effective sales strategies, and write a successful marketing plan. Prerequisites: MGMT:3100 or ENTR:2000 or ENTR:3520 or THTR:3520.

**ENTR:3300 Legal Aspects of Entrepreneurship** 3 s.h.
Areas of law significant to new and emerging businesses; business formation and structure, intellectual property, business agreements, legal processes. Prerequisites: ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520.

**ENTR:3400 Strategic Management of Technology and Innovation** 3 s.h.
New technology innovation and commercialization; technology innovation process, identification of commercialization strategies, feasibility analysis, intellectual property issues. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100.

**ENTR:3500 Social Entrepreneurship** 3 s.h.
Introduction to the growing field of social entrepreneurship; creation of ventures with dual missions of social benefit and return on investment; issues related to evaluating market opportunities; acquiring and managing scarce resources; sustainability; maximizing social and economic value. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100.

**ENTR:3520 New Ventures in the Arts** 3 s.h.

**ENTR:3595 Nonprofit Organizational Effectiveness** 1 s.h.
Operational and financial aspects of nonprofit management; mission and governance of organization; strategic planning for effective management, including budget, income generation, fund-raising. Same as MGMT:3500, MUSM:3500, NURS:3595, RELS:3700, SSW:3500.

**ENTR:3600 E-Commerce Strategies for Entrepreneurs** 3 s.h.
E-commerce opportunities and Internet business strategies for entrepreneurial ventures; how to develop effective web business strategies, latest technologies and trends in E-commerce, methods for maximizing traffic, impact of a company’s website. Prerequisites: ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520.
ENTR:3700 Sustainable Product Innovation and Management  3 s.h.
Sustainability requirements in management of new product and process development from the perspective of the senior-level executive responsible for a firm’s business and operational strategies; student teams will develop a new sustainable product or undertake applied field study projects to gain firsthand experience with sustainability practices and strategies within a company. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100 or MKTG:3000. Requirements: 60 s.h. earned.

ENTR:4000 Topics in Entrepreneurship  2-3 s.h.
Current topics in entrepreneurship. Prerequisites: ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520.

ENTR:4050 Directed Readings in Entrepreneurship  arr.
Independent study; topics and assignments approved by instructor.

ENTR:4100 International Entrepreneurship and Culture  1-3 s.h.
International entrepreneurship and business strategy, foreign exchange, tariffs and trade, micro-finance, economic conditions and culture of destination countries; students will travel abroad and have hands-on experience working with in-country entrepreneurs and will analyze international businesses; focus will be on evaluating entrepreneurial opportunities, identifying sustainable growth strategies, and understanding international business culture. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100. Requirements: junior standing.

ENTR:4200 Entrepreneurship: Business Consulting  3 s.h.
Students provide strategic business consulting services to start-up and early-stage companies; exploration of consulting process (prosposal development, data collection and analysis, team dynamics, communications with clients, developing recommendations, final report preparation and presentation); projects involving market research and analysis, financial analysis and projections, and strategic business and operations planning.

Creation and launch of a new venture; completion of a detailed business plan, creating an elevator pitch, and formal presentation of plan.

ENTR:4400 Managing the Growth Business  3 s.h.
Preparation to effectively manage employees, customers, and suppliers; leadership for a growing entrepreneurial venture; opportunities to evaluate, practice, and refine critical professional management skills. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100. Requirements: 75 s.h. earned.

ENTR:4450 Professional Sports Management  3 s.h.
Detailed study of professional sports management and marketing; building and managing a front office, marketing sports properties, revenue generation models, developing media relationships, and capitalizing on new opportunities in the sports industry. Prerequisites: ENTR:2000 or ENTR:3520 or THTR:3520 or MGMT:3100.

ENTR:4460 Entrepreneurship and Global Trade  3 s.h.
Complex issues of business operations in a global economy; trade transactions related to importing and exporting, logistics, and ethical issues in international trade; global business management, global marketing, global supply chain management, and trade finance; preparation for work in global marketplace and for the Certified Global Business Professional certification exam offered by the North American Small Business International Trade Educators. Prerequisites: MGMT:3100 or ENTR:2000 or ENTR:3520 or THTR:3520 or GEOG:2910.

ENTR:4510 Arts Leadership Seminar  3 s.h.
Performing arts management and administrative principles, practical applications, trends in arts leadership and advocacy. Prerequisites: THTR:3510 or ENTR:2000 or THTR:3520. Same as DPA:4510, INTD:4510, THTR:4510.

ENTR:4600 Advanced Venture Finance  3 s.h.
Examination of financing sources available to emerging and high potential ventures; special emphasis on angel investing and venture capital; preparation of pro forma financial statements, financial analysis, and determining valuations; how market, technology, and financial considerations impact capital formation; evaluation of real venture deals through experiential learning projects. Prerequisites: (FIN:3000 or ENTR:3100) and (ENTR:2000 or MGMT:3100 or ENTR:3520 or THTR:3520).

ENTR:4900 Academic Internship  arr.
Professional internship experience with academic credit (e.g., paper, course work).

ENTR:4999 Honors Thesis in Entrepreneurial Studies  3 s.h.
Independent study project directed by a faculty member or staff advisor, and culminating in a thesis that conforms to University of Iowa Honors Program guidelines; project includes empirical research, library research, applied projects. Requirements: honors standing, UI g.p.a. of at least 3.50, and enterprise leadership g.p.a. of 3.50.

ENTR:9000 Developing Professional Service Business  2-3 s.h.
Use of professional skills and functional knowledge in creating a specialized service business. Same as CEE:5210.

ENTR:9100 Entrepreneurship and Innovation  3 s.h.
The entrepreneurial process from conception to birth of a new venture; attributes of successful entrepreneurs, innovation and creativity, opportunity recognition, venture screening, identification of resources, feasibility analysis.

ENTR:9400 Evaluating Innovation Opportunities  2-3 s.h.
Integrated, cross-functional perspective of how organizations identify and evaluate opportunities and develop strategies to compete in a global marketplace; innovation and creativity, opportunity recognition, venture screening, identification of resources, and strategic business planning.

ENTR:9450 Strategic Management of Technology and Innovation  3 s.h.
Role of technology in creation, growth, and survival of industries; processes, risks, and rewards of technological innovation and commercialization; successful approaches to developing technological strategy and products.

ENTR:9500 Managing the Growth Business  3 s.h.
Issues faced by new, rapidly growing businesses; adapting organizational structure as business expands, building a management team, hiring new employees, managing strategic growth of a business; case studies, particularly in technology sector.
ENTR:9550 Commercializing New Technology 3 s.h.
Hands-on experience with the process of technology commercialization; real-world opportunity in the form of a technology developed in an academic environment or in the private sector and creation of a plan to transfer that technology to the marketplace; identifying a specific application of that technology (the product); identifying and sizing relevant market segments; determining the appropriate business and financial model; designing a business plan; presentation of business plans/opportunities to simulated venture capitalists.

ENTR:9600 Seminar in Entrepreneurship 1-3 s.h.
Topics vary; franchising, business acquisition, real estate development, e-commerce, technology transfer.

ENTR:9700 Entrepreneurship: Business Consulting 3 s.h.
Experience on teams providing consulting services to start-up and early-stage companies; the consulting process— proposal development, data collection and analysis, final report preparation and presentation; projects—marketing studies, financial projections, strategic planning.

ENTR:9800 Entrepreneurship: Advanced Business Planning 1-3 s.h.
Mentoring for individuals in final stages of preparing to launch their own business.