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 preparing 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:1030 STEM Innovator** 3 s.h.
Work with science, technology, engineering, and mathematics (STEM) industry mentors to engage in innovation and entrepreneurship by employing conceptual understandings and practices of STEM within an entrepreneurship framework; students solve real-world STEM problems that are of interest to them and their community, acquire and demonstrate 21st-century skills working on authentic, meaningful, and cross-curricular projects; exposure to potential STEM careers and entrepreneurial pathways; preparation for success in postsecondary STEM majors, careers, and entrepreneurial ventures of the future. Requirements: enrollment in STEM Innovator program and consent of UI STEM Innovator program administrators.

**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** 3 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:1800 Innovation in Action: Sustainability** 0-1 s.h.
For businesses to successfully compete and thrive in a global marketplace, they must embrace innovation throughout their organizations, and one of the critical issues businesses face today is that of sustainability—how to most effectively acquire and utilize scarce resources while limiting their overall environmental impact; introduction to sustainability; focus on economic, social, and environmental issues facing organizations and society; project management fundamentals; students work in teams to identify a specific sustainability challenge, and prepare and present a strategic approach for addressing a sustainability problem.

**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: 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 THTR:3520.

**ENTR:3350 Entrepreneurial Strategy** 3 s.h.
The synergistic effect of entrepreneurial attributes (e.g., innovation, creativity, opportunity recognition) and managerial attributes (e.g., strategic management, planning, budgeting) on profit and nonprofit organizations.

**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 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 THTR:3520 or MGMT:3100.
ENTR:3520 Starting Up the Arts Start-up  3 s.h.
Arts administration principles and trends as applied to
creation of an arts-related enterprise; case studies; students
create business plan for a new arts organization. Duplicates
ENTR:2000 and MGMT:3100. Corequisites: ENTR:1350 or
(ACCT:2100 and MKTG:3000). Same as DPA:3520, INTD:3520,
THTR:3520.

ENTR:3525 The Business of the Performing Arts  3 s.h.
Use of live performing arts— theatre, dance, performance art
—to explore methods for starting and maintaining students'
professional lives; topics and issues include understanding
arts structures, producing and presenting, networking,
and transitioning to various aspects of the arts and job
market; how students as artists or producers fit into the
arts ecosystem in the United States, how that ecosystem
might be changing, and what students might do to change it.
Prerequisites: DPA:3510 and ENTR:2000. Same as DANC:3525,
DPA:3525, THTR:3525.

ENTR:3550 Commercializing New Technology  3 s.h.
Applied learning with focus on process of technology
commercialization; real-world opportunity in the form of
a technology developed in the academic environment or private
sector and creation of a plan to transfer that technology to
the marketplace; identifying a specific application of that
technology (product), identifying and sizing relevant market
segments, determining appropriate business and financial
model, designing a business plan, and presentation of
business plans/opportunities to simulated venture capitalists.
Prerequisites: ENTR:2000 or ENTR:3350. Corequisites:
(ENTR:3200 or MKTG:3000) and (ENTR:3100 or ACCT:2100).
Requirements: 60 s.h. completed.

ENTR:3595 Nonprofit Organizational Effectiveness I  3 s.h.
Operational and financial aspects of nonprofit management;
mission and governance of organization; strategic planning
for effective management, including finance, 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 ENTR:3100
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
THTR:3520 or MGMT:3100 or MKTG:3000. Requirements: 60
s.h. earned.

ENTR:3800 Entrepreneurial Leadership Academy I  3 s.h.
Students hone leadership and project management skills
through weekly workshops, guest speakers, and course
discussion; preparation to actively manage and lead
all phases of a business project; topics include client
management, advanced project management skills, how
to have tough conversations at work, and how to structure
and lead a meeting for optimal results; first in a two-course
sequence. Prerequisites: MGMT:2100. Requirements: declared
management and entrepreneurship major and 60 s.h. completed. Same as MGMT:3800.

ENTR:3850 Entrepreneurial Leadership Academy II  3 s.h.
Work in small groups to provide strategic management
consulting services to Iowa-based companies; experienced
entrepreneurs and C-level executives provide mentoring
to teams; students independently communicate with their
client, learn to employ the latest techniques for assessing
competitive markets and identifying growth opportunities,
and ultimately develop recommendations and prepare
a final report for their client; second in a two-course
sequence. Prerequisites: MGMT:3800 or ENTR:3800. Same as
MGMT:3850.

ENTR:4000 Topics in Entrepreneurship  1-3 s.h.
Current topics in entrepreneurship. Prerequisites: ENTR:2000
or MGMT:3100 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 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 (proposal 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. Requirements: 60 s.h. completed.

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
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 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 relating 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 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:4900 Academic Internship arr.
Professional internship experience with academic credit (e.g., paper, coursework).

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:9150 Venture School International arr.
Innovative training focused on real-world experimentation, customer discovery, and lean methodologies; curriculum developed by the National Science Foundation I-Corps to help entrepreneurs and startups turn their ideas into reality; individual and team ideation, problem identification, and validation using real customer discovery interviews; students test their hypothesis by talking with customers, partners, and suppliers; encountering chaos and uncertainty of commercializing innovations and creating new ventures in a safe environment; creation of a business model that creates value.

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 0-3 s.h.
Mentoring for individuals in final stages of preparing to launch their own business or working with an entrepreneurial venture to grow their business.