

ENTREPRENEURSHIP (ENT)

Credit Courses

ENT 201 Introduction to Entrepreneurship and Innovation (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Introductory course intended to provide students with an overview of the vital role of entrepreneurs and the innovative process in the 21st century global economy. Students examine the underpinnings of entrepreneurship and innovation as each relates to the creative process. An applied approach is utilized to explore the interfaces between creativity, innovation and entrepreneurship.

Transfer Information: CSU Transferable

ENT 202 Entrepreneurship: Idea to Business Model (3 Units)

Course Advisories: BUS 101 and ENT 201.

Hours: 54 (54 lecture)

Participants explore various business opportunities and analyze them using business modeling tools to ascertain the market potential of a new venture. A significant amount of time is devoted to analyses of industries, markets, competitors and customers.

Transfer Information: CSU Transferable

ENT 203 Marketing Plan Development (3 Units)

Course Advisories: ENT 202.

Hours: 54 (54 lecture)

Examines key marketing variables, including market analysis, branding, strategic positioning, market segmentation, and the development of a marketing plan. Students develop marketing strategies to improve sales performance and close rates, increase customer loyalty and retention, and craft a unique competitive advantage.

Transfer Information: CSU Transferable

ENT 204 Global Entrepreneurship (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Addresses the issues specific to international entrepreneurial venturing including search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, international sourcing, international deal-making and networking.

Transfer Information: CSU Transferable

ENT 205 Financial Management for Startups (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Explores the financial issues that affect the creation of a startup including business accounting and financial statement literacy, and forecasting techniques. Students investigate various sources and methods for raising startup capital.

Transfer Information: CSU Transferable

ENT 206 Enterprise Launch (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Students engage in the rapid development of a product or service in a single semester by creating a prototype, obtaining customer feedback and validation, and making early sales.

Transfer Information: CSU Transferable

ENT 207 Entrepreneurship Law (3 Units)

Course Advisories: BUS 101.

Hours: 54 (54 lecture)

Examines the legal implications involved in the creation of a startup. Topics include business entity formation, contract law, licensing, permits, intellectual property, cyber-law, employment law, agency law, contracts, tax law, reporting requirements, risk management and bankruptcy.

Transfer Information: CSU Transferable

ENT 208 Business Plan Development (3 Units)

Course Advisories: ENT 202 and ENT 203 and ENT 204 and ENT 205.

Hours: 54 (54 lecture)

Students develop and write a comprehensive market-ready business plan for a startup. Examines a variety of entrepreneurial issues in the business planning process including: customer validation, product development, marketing, management, financing, and ongoing operations.

Transfer Information: CSU Transferable

ENT 247 Entrepreneurship: Information Systems Management (3 Units)

Hours: 54 (54 lecture)

Introduction to the effective management of information technology for the entrepreneur provides students with an broad overview of the requirements necessary to develop a comprehensive technology plan.

Transfer Information: CSU Transferable