

ENTREPRENEURSHIP & INNOVATION (ENTREP)

ENTREP 225-0 Principles of Entrepreneurship (1 Unit) This course serves as the foundational course for the undergraduate minor in entrepreneurship. This survey-style course is a good choice for students who wish to familiarize themselves with the world of entrepreneurship. Students will learn to think like entrepreneurs and will be introduced to key topics relevant to entrepreneurship, including customer discovery, finance, and marketing. They will also learn how to understand and perform analyses of a broad range of entrepreneurial activities related to different applications of entrepreneurship. Taught with IEMS 225-0; may not receive credit for both courses.

ENTREP 325-0 Engineering Entrepreneurship (1 Unit)

The goal of the course is to introduce students to innovation-driven entrepreneurship, a process by which emergent technology serves as the catalyst for new venture formation. This course challenges student teams to develop strategies for commercializing cutting-edge technologies. Each year, the course focuses on a significant innovation space. Taught with IEMS 325-0; may not receive credit for both courses. Prerequisite: ENTREP 330-1.

ENTREP 330-1 Startup Accounting and Finance (1 Unit)

This course meets a core requirement for the Farley undergraduate minor in entrepreneurship. This course teaches students foundational accounting principles and how to manage the finances of small and early-stage businesses. Students will work in teams on projects driven by case studies and will immediately be able to apply their learnings to their own startup projects.

ENTREP 331-0 Entrepreneurial Sales and Marketing (1 Unit)

This course meets a core requirement for the undergraduate minor in entrepreneurship. The goal of the course is to teach students about the tools and strategies that startups use to generate revenue. It covers a broad range of topics related to sales and marketing including branding, positioning, lead generation, direct selling, social media, content marketing, influencer marketing, SEO, paid search, email marketing and other current trends. The class is a mixture of lecture, breakout groups and guest speakers.

ENTREP 332-0 Financing Entrepreneurial Ventures (1 Unit) Topics selected from work of current interest in entrepreneurship and innovation. May be repeated for credit. Prerequisites: ENTREP 225-0 and ENTREP 325-0 recommended.

ENTREP 340-0 Innovation for Impact (1 Unit)

This dynamic, experiential course empowers students to develop entrepreneurial solutions to address some of today's most urgent climate and environmental challenges. Working in interdisciplinary teams, students will tackle pressing issues such as water security, renewable energy, sustainable transportation, urban resilience, ecosystem preservation, and clean technology innovation. The course offers the flexibility to address both regional challenges – including opportunities within the Great Lakes ecosystem – and global environmental problems that require innovative thinking.

ENTREP 360-0 Leadership, Ethics, and You (1 Unit) This class satisfies a core requirement for the undergraduate minor in entrepreneurship. The class is designed for students who want to explore how ethics and integrity are tied to leadership, and how leadership skills can contribute to future success in both entrepreneurial endeavors and traditional career paths.

ENTREP 365-0 Tech Ethics and Business Integrity (1 Unit) This course will explore the unique ethical challenges that face the technology industry, utilizing recent and historical case studies. Students will be challenged to think about what it means to run a business with integrity by examining common issues within the workplace as well as the responsibility that businesses have to customers. Data privacy abuses, sexual misconduct, and corporate greed, among many other topics, will be addressed.

ENTREP 395-0 Special Topics (1 Unit) Topics selected from work of current interest in entrepreneurship and innovation. May be repeated for credit.