Innovation and Entrepreneurship

Chairperson: Mark Barratt, Ph.D.
Department of Management website (http://business.marquette.edu/departments/management)

The Innovation and Entrepreneurship major is an applied, experiential program where students learn to identify opportunities, harness resources and create value within environments of uncertainty, unmet need or opportunities for change. Graduates are therefore prepared to understand the big picture of the corporations that employ them or for careers within professional service firms, investment firms or for venture creation or self-employment in a variety of industries including social ventures and non-profits.

Innovation and Entrepreneurship Major

Specific Entrepreneurship Course Requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENTP 3001</td>
<td>Understanding Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>ENTP 4010</td>
<td>New Venture Creation</td>
<td>3</td>
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<tr>
<td>ENTP 4020</td>
<td>Consulting to Entrepreneurs ¹</td>
<td>3</td>
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<tr>
<td>ENTP 4080</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
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<td>Two electives from the following:²</td>
<td>6</td>
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<tr>
<td>ENTP 4018</td>
<td>Milwaukee Urban Business Learning</td>
<td></td>
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<tr>
<td>ENTP 4041</td>
<td>International Entrepreneurial Sustainability</td>
<td></td>
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<tr>
<td>ENTP 4931</td>
<td>Topics in Entrepreneurship</td>
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<tr>
<td>ENTP 4953</td>
<td>Seminar in Entrepreneurship</td>
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<tr>
<td>ACCO 4080</td>
<td>Analysis of Corporate Financial Statements</td>
<td></td>
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<tr>
<td>BULA 4001</td>
<td>Business Law for Accounting</td>
<td></td>
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<tr>
<td>MANA 3034</td>
<td>Negotiation</td>
<td></td>
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<tr>
<td>MANA 4010</td>
<td>Leadership, Motivation and Change</td>
<td></td>
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<tr>
<td>MARK 4060</td>
<td>Marketing Research</td>
<td></td>
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<tr>
<td>MARK 4094</td>
<td>Professional Selling</td>
<td></td>
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<tr>
<td>REAL 3001</td>
<td>Introduction to Commercial Real Estate</td>
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<tr>
<td>Four Business electives</td>
<td>12</td>
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<tr>
<td>Total Credit Hours</td>
<td>30</td>
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</table>

¹ Students may substitute ENTP 4018 or ENTP 4986 or ENTP 4989 for ENTP 4020.
² Other business electives may be substituted. Consult the Entrepreneurship adviser.

Courses

ENTP 3001. Understanding Entrepreneurship. 3 cr. hrs.
Consistent with Marquette’s mission of concern for the whole person, course seeks to help each student begin to create a venture that enables a fulfilling life. Students individually craft business models for new ventures (for-profit or non-for-profit) that meet underserved needs. Students also learn to communicate their venture concepts to potential resources providers. Prereq: Soph. stndg.

ENTP 3986. Internship Work Period. 0 cr. hrs.
SNC/UNC grade assessment. Prereq: ENTP 3001; cons. of prog. dir. and cons. of Business Career Center.

ENTP 3990. Entrepreneurship Internship for Minors - Work Period. 0 cr. hrs.
SNC/UNC grade assessment. Not available to students enrolled in the College of Business Administration. Prereq: ENTP 3001 or concurrent enrollment, declared Entrepreneurship Minor, cons. of prog. dir., cons. of Business Career Center.

ENTP 4010. New Venture Creation. 3 cr. hrs.
This course focuses on starting and developing a new business. Topics include evaluating opportunities and testing the feasibility of creative ideas, selecting and dealing with partners; alternative methods of financing, developing the initial competitive strategy, structuring and managing the business through the early survival months, and sources of outside help. Students will prepare a business plan that can be used to launch a new initiative. Prereq: ENTP 3001.
ENTP 4018. Milwaukee Urban Business Learning. 3 cr. hrs.
Aims to connect students, community business leaders and entrepreneurs in economically diverse, often challenged neighborhoods. Students help
to identify business organizations that need assistance and implement sustainable business solutions for these client companies. Students use their
business knowledge to get hands-on experience with Milwaukee urban businesses and gain an understanding of the unique cultural and economic
conditions of the businesses found in the specific target zone or neighborhood. An example of such an organization is Near West Side Partners, an
organization that serves several neighborhoods adjacent to the Marquette campus. Prereq: Jr. stdng.; and ENTP 3001 or cons. of instr.

ENTP 4020. Consulting to Entrepreneurs. 3 cr. hrs.
Students conduct a consulting project for an entrepreneur and provide its findings and recommendations, orally and in writing, to the client. Students
develop skills in project management, advisory and consulting services, and primary research. Students also learn applied business knowledge to the
project. Prereq: ENTP 3001.

ENTP 4041. International Entrepreneurial Sustainability. 3 cr. hrs.
Focuses on the identification of entrepreneurial challenges in the context of great social challenges - environmental sustainability in a global context.
Develops insight into opportunities for simultaneous economic and environmental sustainability (i.e. entrepreneurial sustainability) in the context of
daunting global challenges, with particular reference to other countries. The challenges are not only those of the other country context itself, but also
those that arise for ventures that cross national borders and provide environmental solutions. As a rule the other country covered is the People’s
Republic of China. Prereq: ENTP 3001 or cons. of instr.

ENTP 4080. Entrepreneurial Finance. 3 cr. hrs.
Focuses on the financial aspects of entrepreneurship, from the first decision as to whether or not to undertake an activity, to projecting financial needs,
reviewing the trade-offs between alternative financing choices, to harvesting. Topics will include but are not limited to: bootstrapping, the role of angel
investors, private placements, venture capital, banking options, commercial financing, public offers (IPOs, PIPES), factoring, franchising, and joint
ventures. Prereq: ENTP 3001 and FINA 3001.

ENTP 4931. Topics in Entrepreneurship. 3 cr. hrs.
Topics may vary. Specific topics are designated in the Schedule of Classes. Prereq: ENTP 3001.

ENTP 4953. Seminar in Entrepreneurship. 3 cr. hrs.
Prereq: ENTP 3001.

ENTP 4986. Entrepreneurship Internship - Grading Period. 3 cr. hrs.

ENTP 4989. Entrepreneurship Internship Work and Grading Period. 3 cr. hrs.

ENTP 4990. Entrepreneurship Internship for Minors - Grading Period. 3 cr. hrs.
S/U grade assessment. Not available to students enrolled in the College of Business Administration Prereq: ENTP 3001 or concurrent enrollment,
declared Entrepreneurship Minor, cons. of prog. dir., cons. of Business Career Center.

ENTP 4991. Entrepreneurship Internship for Minors - Work and Grading Period. 3 cr. hrs.
S/U grade assessment. Not available to students enrolled in the College of Business Administration. Prereq: ENTP 3001, which may be taken
concurrently, declared Entrepreneurship Minor, cons. of prog. dir., cons. of Business Career Center.

ENTP 4995. Independent Study in Entrepreneurship. 1-4 cr. hrs.
Prereq: ENTP 3001 and consent of dept. chair.