

# Innovation and Entrepreneurship

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**Chairperson: Monica Adya, 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:

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

<sup>1</sup> Students may substitute ENTP 4986 or ENTP 4989 for ENTP 4020.

<sup>2</sup> 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.**

S/U grade assessment. Prereq: ENTP 3986, cons. of prog. dir. and cons. of Business Career Center.

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

S/U grade assessment. Prereq: ENTP 3001; cons. of prog. dir. and cons. of Business Career Center.

**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.