

ENTREPRENEURSHIP (ENTR)

ENTR-1241 Cray Entrepreneurship Lab I **(1 credit) (Discretion of Department)**

Students study social entrepreneurship and engage in "hands-on" projects in order to make a difference in the community, which can encompass personal, local, and/or global perspectives. Service learning projects serve as the heart of the Cray Lab experience. The service learning projects integrate community service with instruction and reflection to enrich the learning experience and teach civic responsibility. Students identify a community service need, investigate issues, research and evaluate possible solutions, develop and implement a plan of action, and assess their results. The course may be taken more than one time; a maximum of six hours of Cray Lab credit may apply toward graduation. This course is open to all students.

ENTR-2100 Entrepreneurial Principles **(3 credits) (Both Fall & Spring Semesters)**

This course will focus on the nature and challenges of self-employment, venture creation, and small business ownership. Why people start or own businesses will be examined through discussion of the psychological and sociological factors surrounding business creation and ownership as well as the role of entrepreneurial activity in society. Students will be introduced to different types and models of entrepreneurship and self-employment (e.g. family business, high growth ventures, micro enterprise, social entrepreneurship, franchises, etc.) and they will examine the suitability of entrepreneurship or self-employment as a primary career goal.

ENTR-2241 Cray Entrepreneurship Lab 2 **(1 credit) (Discretion of Department)**

Students develop economic/free enterprise based programs that encourage others in the Benedictine College, Atchison, and surrounding communities to have a better understanding of how the free enterprise system works. This unique experience in social entrepreneurship enables students to acquire stronger communication, team building, and management skills. Credit is initiated by the Enactus advisor after assignment to a mutually agreed upon project. The course may be taken more than one time; a maximum of six hours of Enactus credit may apply toward graduation. This course is open to all students.

ENTR-3100 Entrepreneurial Venture Planning **(3 credits) (Spring Semester)**

This course examines the psychological and sociological factors surrounding business creation and ownership. Different types of entrepreneurship (high-growth, micro, social, franchise) will be examined. Emphasis is placed on recognizing and seizing opportunities to improve technological, commercial, and organizational processes. Entrepreneurs create new goods, improve the quality of goods, introduce new methods of producing goods, open up new markets, find new sources of supply, and transform both organizations and industries. Students will demonstrate the feasibility of the venture through the formation, development and activation of a written business plan for a new organization.

Prerequisite(s): MGMT-2250.

ENTR-3110 Entrepreneurial Accounting & Finance **(3 credits) (Fall Semester)**

This course takes critical pieces from undergraduate business courses covering elements of financial health (business and personal) and related financial statements for the owner, organizing and capital funding options for a new business enterprise, accounting principles, practices, and financial reports for a business, and using accounting software to manage the accounting records and reporting for the business enterprise. This course will be required for Entrepreneurship minors in the School of Business and is recommended for entrepreneurs in other major fields of study across campus desiring to run their own business.

ENTR-3120 Entrepreneurial Management & Marketing **(3 credits) (Spring Semester)**

This course takes critical pieces from undergraduate business courses in management and marketing and condenses them for entrepreneurs. From a management perspective, this course addresses issues faced by new, rapidly growing businesses: building a management team, hiring new employees, managing strategic growth of a business, adapting organizational structure as business expands. From a marketing perspective, this course examines practical marketing concepts for evaluating the 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.

ENTR-3241 Cray Entrepreneurship Lab 3 **(1 credit) (Discretion of Department)**

Students develop economic/free enterprise based programs that encourage others in the Benedictine College, Atchison, and surrounding communities to have a better understanding of how the free enterprise system works. This unique experience in social entrepreneurship enables students to acquire stronger communication, team building, and management skills. Credit is initiated by the Enactus advisor after assignment to a mutually agreed upon project. The course may be taken more than one time; a maximum of six hours of Enactus credit may apply toward graduation. This course is open to all students.

ENTR-4100 Entrepreneurial Social Ventures **(3 credits) (Spring Semester)**

This course introduces the concept of social entrepreneurship in theory and practice. It exposes students to the concept of social innovation, change-making, and how social entrepreneurs transform society to deliver social impact in their home communities. It will prepare students to be effective, through social entrepreneurial pursuits, in addressing social problems including poverty, education, healthcare, and sustainability, among others. In addition, this course helps students to understand the role of measuring social impact and how measurement tools are important to investors, donors, and beneficiaries to help ensure that scarce resources are utilized effectively.

Prerequisite(s): ENTR-2100.

ENTR-4241 Cray Entrepreneurship Lab 4 **(1 credit) (Discretion of Department)**

Students develop economic/free enterprise based programs that encourage others in the Benedictine College, Atchison, and surrounding communities to have a better understanding of how the free enterprise system works. This unique experience in social entrepreneurship enables students to acquire stronger communication, team building, and management skills. Credit is initiated by the Enactus advisor after assignment to a mutually agreed upon project. The course may be taken more than one time; a maximum of six hours of Enactus credit may apply toward graduation. This course is open to all students.

**ENTR-4900 Entrepreneurial Practicum
(3 credits) (Both Fall & Spring Semesters)**

The entrepreneurial practicum course gives students the opportunity to create and launch a viable business entity. With guidance from your facilitator, you will proceed from concept into strategic planning, future projections, sustainability targets, exit strategy (if appropriate), legal formation, capitalization, and initial execution. Students will propose how the business entity can operate both profitably and ethically, integrating the skills and knowledge they have acquired in the Entrepreneurship minor program.

Prerequisite(s): ENTR-3100, ENTR-3110, ENTR-3120, ENTR-4110.