

2009

Entrepreneurship (ENTR)

Montclair State University

Entrepreneurship

	Course Description	Advanced study of an author, genre, movement, theme or critical theory. See
ENLT602	Course Description	current announcement for specific topic. Students may be repeated without limit as long as the topic is different.
ENTR201	Title	The Entrepreneurial Mindset and Innovation.
	Prerequisites	ENWR 105 or HONP 100.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This hands-on, highly interactive course is for all students interested in someday starting or owning a business or enterprise, or just exploring how entrepreneurs think and innovate. Students pursuing any major or discipline will benefit from the lessons and real-life stories of guest entrepreneurs. Students will explore creative problem solving and, in teams, develop and test problem solutions using an "opportunity discovery canvas" approach. Teams will receive guidance and feedback from instructors, mentors, and guest speakers. This course may be taken as a stand-alone course or as the first of three courses leading to a Certificate in Entrepreneurship.
ENTR290	Title	Selected Topics in Entrepreneurship.
	Prerequisites	ENWR 105 or HONP 100; departmental approval.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	An examination of topics not covered in existing entrepreneurship classes. Course topics will vary to reflect current issues, emerging cross disciplinary intersections and student interest. Through experiential activities, guest speakers, current readings and/or case studies students are exposed to emerging interdisciplinary topics within the broad area of entrepreneurship. May be repeated for a maximum of 9 credits.
ENTR301	Title	Creating Your Startup Business Model.
	Prerequisites	ENTR 201.
	Corequisites	ENTR 302.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	This course takes students who have completed The Entrepreneurial Mindset and

Innovation course deeper into the process of startup enterprise development. The course is structured to be delivered in a concentrated format and taken in the same semester as (followed by) Course III, Preparing to Pitch and Launch Your Startup. Teams of students will test their entrepreneurial ideas using a creative "lean canvas" approach to constructing a business model. Students will "get out of the building" and in a cyclical process of trial, feedback and retrial, modify or revise their models, and create prototypes or mockups of their proposed products or services. Each team will be assigned a mentor who is an experienced entrepreneur. The course will culminate in formal presentations by each team to a panel of instructors, mentors and entrepreneurs.

ENTR302	<p>Title</p> <p>Prerequisites</p> <p>Corequisites</p> <p>Special Fee</p> <p>Number and type of credits</p> <p>Course Description</p>	<p>Preparing to Pitch and Launch Your Startup.</p> <p>ENTR 201.</p> <p>ENTR 301.</p> <p>Special fee.</p> <p>3 hours lecture.</p> <p>With this experiential course, students who have completed The Entrepreneurial Mindset and Innovation (Course I) and Creating Your Startup Business Model (Course II) will conclude the series and earn a Certificate in Entrepreneurship. The course is structured to be delivered in a concentrated format and taken in the same semester as (following) Course II. Teams of students will work with instructors and mentors to further refine and validate their business models and product/service offerings and prepare formal "pitches" for potential investors and partners. Students will explore in</p>
ENTR302	<p>Course Description</p>	<p>greater depth the financial feasibility of their models, develop a sales and marketing "roadmap" and consider the range of funding options. Guest speakers will include venture capitalists and investors as well as crowdfunding experts and successful entrepreneurs. The course will culminate in a formal juried pitch competition open to university students, faculty and staff.</p>
ENTR350	<p>Title</p> <p>Prerequisites</p> <p>Special Fee</p>	<p>Entrepreneurship Cooperative Education.</p> <p>Departmental approval.</p> <p>Special fee.</p>

	Course Description	Students are required to accumulate 200 hours of entrepreneurship experience (approximately 15 - 20 hours/per week) working for an entrepreneurial organization, including startups. In addition, students complete assignments designed to enhance their understanding of entrepreneurship strategies and tactics used by the employing organization, entrepreneurship trends, career opportunities, and the attitudes and skills necessary for starting and growing a business. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Feliciano Center for Entrepreneurship faculty.
ENTR571	Title	Advanced Entrepreneurial Mindset and Innovation.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	Students in this hands-on, interactive course explore the ways entrepreneurs think and innovate. Through a series of team-based exercises, students engage in creative problem-solving and develop and test solutions using an "opportunity discovery canvas" approach. Students lead teams and receive guidance and feedback from instructors, mentors, and guest speakers.
ENTR572	Title	Advanced Startup Business Model.
	Prerequisites	ENTR 571.
	Corequisites	ENTR 573 (Must be taken in same semester).
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	Leaders of teams test their entrepreneurial ideas using a creative "lean canvas" approach to constructing a business model. Students oversee a team's cyclical process of trial, feedback, and retrial. Students modify or revise their models, and create prototypes or mockups of their proposed products or services. Students formally present their team's idea to a panel of instructors, mentors, and entrepreneurs.
ENTR573	Title	Advanced Strategies to Pitch and Launch Your Startup.
	Prerequisites	ENTR 571.
	Corequisites	ENTR 572 (Must be taken in same semester).
	Special Fee	Special fee.
	Number and type of credits	3 hour lecture.
	Course Description	In this experiential course, students lead teams and work with instructors and

		mentors to further refine and validate business models and product/service offerings. Students lead a team and prepare formal "pitches" for potential investors and partners. Students explore in greater depth the financial feasibility of their models, develop a sales and marketing "roadmap," and consider the range of funding options. Guest speakers include venture capitalists and investors, and successful.
ENTR577	Title	Selected Topics: Entrepreneurship.
	Special Fee	Special fee.
	Number and type of credits	3 hours lecture.
	Course Description	An examination of topics not covered in existing entrepreneurship classes. Course topics will vary to reflect current issues, emerging cross-disciplinary intersections, and student interest. Through experiential activities, guest speakers, current readings, and case studies students are exposed to emerging,
ENTR577	Course Description	interdisciplinary topics within the broad area of entrepreneurship. May be repeated for a maximum of 9 credits.
ENWR100	Title	Introduction to College Writing.
	Number and type of credits	3 hours lecture.
	Course Description	A writing-intensive workshop that stresses the development of college-level thinking and writing skills through frequent writing assignments. Emphasis is on the writing process: prewriting; drafting; revising; using peer and teacher critique; editing and proofreading. Evaluation is partly based on a portfolio of revised writing. Enrollment by advising. This course provides 3 general elective credits.
ENWR105	Title	College Writing I: Intellectual Prose.
	Prerequisites	ENWR 100 or equivalent.
	Number and type of credits	3 hours lecture.
	Course Description	Expository writing. A workshop course to develop thinking and writing abilities through frequent writing assignments based on critical response to intellectually challenging questions. Emphasis is on the writing process--prewriting, drafting, revising, using peer and teacher critique, editing, and proofreading. A minimum of five essays is required, including an extensive documented essay that requires research. Evaluation is partly based