EN TP 6370 - Innovation and Entrepreneurship

EN TP 6370 Innovation and Entrepreneurship (3 semester credit hours) This course provides an introduction to entrepreneurship, with an emphasis on identifying, evaluating and developing new venture opportunities. Topics include opportunity identification and evaluation, startup strategies, business valuation, business plan development, attracting stakeholders, financing the venture, managing the growing business and exit strategies. Case studies and guest lectures by entrepreneurs and venture capital partners provide a real-world perspective. The major deliverable of this course is an early stage feasibility analysis of a venture of the student's choosing. (3-0) S