ENTP 3301 - Innovation and Entrepreneurship

ENTP 3301 Innovation and Entrepreneurship (3 semester credit hours) Explores all aspects of entrepreneurship and the process of creating new ventures. Topics include innovation and entrepreneurship and the roles of both in the domestic and international economies, opportunity recognition and evaluation, feasibility analysis and validation of assumptions, customer identification, value propositions, business models, market entry strategies, bootstrapping, venture finance, and legal considerations. Student teams will develop a business concept and prepare and present an investor overview presentation. (3-0) Y