ENTP 3320 Start-up Launch I (3 semester credit hours) This course provides an opportunity for a student or a student team to develop a business concept and proceed toward the launch of a business. The course will follow a structured and defined methodology for the refinement and validation of a business concept (either for a technical or non-technical business) based on leading industry practices. Participants will be selected and enrolled in the course on the basis of a proposal for a business concept, approved prior to registration in the course. Participant business ideas can come from many sources, including concepts or ideas developed in other entrepreneurship courses or during the Business Idea Competition. Additional resources including office space or laboratory facilities in the Venture Development Center may be applied for. Additionally, as concepts are refined, student teams may modify or pivot their approach during the semester with faculty support. Students will enroll and complete the course either individually or as a venture team. Instructor consent required. (3-0) R