ENTP4311 - Entrepreneurial Strategy and Business Models

ENTP 4311 Entrepreneurial Strategy and Business Models (3 semester credit hours) Students will learn to assess and conduct in-depth analyses of potential business opportunities, with an emphasis on entrepreneurial business strategies, innovative business models and the determinants of new venture success in high tech and other business environments. Alternative strategies and approaches for market entry and the growth of a new venture will be explored in both domestic and international environments. The application of these frameworks, tools and techniques will be illustrated with case studies and a project focused on evaluating an existing or new venture and making recommendations to its management. Prerequisites: (ENTP 3301 or instructor consent required) and sophomore standing. (3-0) Y