

ENTP4350 - Corporate Entrepreneurship

[ENTP 4350](#) Corporate Entrepreneurship (3 semester credit hours) This course seeks to equip student with the skills required to develop new ideas and create viable new businesses within the context of an established organization. The course will address the development of an internal culture of innovation, processes for reviewing ideas and for developing business concepts, strategic analysis, and positioning for competitive advantage. The course will address both domestic and international corporate entrepreneurship. Prerequisites: ([ENTP 3301](#) or instructor consent required), and at least junior standing. (3-0) Y