

# ENTREPRENEURSHIP (ENT)

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**ENT 3301 Entrepreneurship.** An introduction to the various aspects of entrepreneurship. Students learn how to develop and present business plans and business models. Prerequisite: MKTG 2300, ACCT 1111. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall Term)  
MESA

**ENT 3330 Family Business.** (Formerly 330) In this course, students are challenged to advance a real opportunity for value creation within a family business. Students will conduct both primary and secondary research through engaging family members, prospective customers, experts, suppliers, stakeholders, and investors of a family-run business. Students will gain a clearer understanding of the complexities involved with mixing entrepreneurial efforts and family dynamics. Course readings and cases will provide supplemental background. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**ENT 4305 Capital Acquisition and Alternative Investments.** (Formerly FINA/ENT 3310) This course focuses on funding and managing entrepreneurial businesses through the various stages of business growth and explores differences in funding for different business models and organizations (e.g. technology, non-profit). Students will learn: 1) how to develop pro forma financial plans 2) conduct what-if analysis by the changing funding requirements of a firm growing from inception through maturity with a particular emphasis on deal structure and risk/reward scenarios for different investor types. Prerequisite: Earned grade of C or better in FINA 4380. 3 semester credit hour/s.

**Campus:** MESA (Typically Offered: Spring Term)

**ENT 4320 Technology Innovation.** (Formerly 320) Many new businesses are based on technology (e.g., Facebook, Amazon...) for its products or services, which presents many challenges. New technology is often embraced because of its "coolness" factor while the downside risks are ignored. The Internet of Things is presenting such challenges by exposing companies to potential litigation from harmed customers. Other challenges in areas of intellectual property protection, team building and funding opportunities also exist. This course explores entrepreneurship in growing new technology ventures. 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**ENT 4340 Entrepreneurial Challenge.** Students, organized in teams, compete over the semester testing their skills in strategy, marketing, negotiation, management, finance and problem solving skills in developing and presenting entrepreneurial ideas and opportunities. . Students will form a business, develop a business plan, and present their results to a panel of judges. Prerequisite: ENT 3301 3 semester credit hour/s.

**Campus:** LISLE  
MESA

**ENT 4440 Entrepreneurial Internship.** Students complete an internship to gain practical experience in entrepreneurship. All internships require prior approval by the Goodwin College. 3 semester credit hour/s.

**Campus:** LISLE (Typically Offered: Fall and Spring Terms)  
MESA (Typically Offered: Fall and Spring Terms)