

ENT-ENTREPRENEURSHIP

ENT 2113 Innovation & Entrepreneurship 3 Credit Hours

Explore the basic concepts of innovation and entrepreneurship. The class will be a mix of lectures and discussions, presentations, experiential exercises and guest speakers. This course will not count towards the 9 hours of additional ENT coursework for ENT majors or the ENT elective for business majors pursuing the ENT minor. (F, Sp)

ENT 3103 Entrepreneurial Methods 3 Credit Hours

Prerequisite: ECON 1123, ENT 2113 or MGT 2013; Not available to Price College of Business majors; Required for non-business students who obtain a minor in entrepreneurship from the Price College of Business. Entrepreneurial Methods introduces non-business students to the practices associated with obtaining and managing the money and resources needed when launching a new venture. Students learn why understanding sources of income and funding, and the costs of doing business, is vital for entrepreneurial success. (F, Sp)

ENT 3113 New Venture Development I 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College, Entrepreneurship majors and minors or permission. Focuses on developing a better understanding of the nature of entrepreneurial opportunities and how these opportunities relate to the external environment and to students' entrepreneurial careers. Topics in this course include understanding the opportunity environment, determining the feasibility of an opportunity, preparing for the launch, growth and harvesting of an entrepreneurial venture and planning for a career in entrepreneurship. The mastery of concepts covered in this course provides a foundation for the business-plan capstone course and represents an early step in the starting and managing of an entrepreneurial venture following graduation from OU. (F, Sp)

ENT 3123 Corporate Entrepreneurship 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College. In today's world, companies are struggling to lower costs, increase quality, and offer better customer service, while also being faster, flexible, aggressive, innovative, and more connected. These are difficult tasks, but necessary for businesses to maintain their competitive edge. This course is about understanding how and why some firms are able to maintain their entrepreneurial spirit, competitiveness, and growth. (F, Sp)

ENT 3193 Social Entrepreneurship 3 Credit Hours

Prerequisite: ENT 3113 or permission. Introduces students to social entrepreneurship and practices associated with starting and growing mission-driven ventures. Social ventures aim to achieve a double or even triple bottom line with meaningful social and/or environmental returns, as well as sustainable financial returns through their products, services or other business practices. Focus will be on for-profit ventures. (F)

ENT 3203 Entrepreneurial Process 3 Credit Hours

Prerequisite: student must be approved for degree candidacy by Price College. Course focuses on the early development of independent ventures as well as those within established organizations. Individual and organizational level issues will be addressed. Entrepreneurial thinking will explore the thought processes that challenge existing norms and pave the way for novel solutions to problems in any field. The venture life-cycle of opportunity, launch, growth, and harvest is highlighted. The course will also address start-up team issues, legal issues with new firms and innovations, and organizational form. Concepts are illustrated through field and case studies and guest speakers. (Sp)

ENT 3413 New Product Development 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College; ENT 3113 or MKT 3053, MGT 3013, MKT 3013. Focuses on the development of ideas for new or established organizations, creating an environment conducive to innovation, recognizing business opportunities, assessing the market, customer and competitor situation. The development of these ideas leads to a feasibility analysis. Examines the development of a sales and distribution structure (including franchising, distributorship, and licensing and alliances), understanding segmentation, targeting, and niching. (Irreg.)

ENT 3423 International Entrepreneurship 3 Credit Hours

Prerequisite: junior standing, and student must be approved for degree candidacy by Price College. Designed to emerge the student in the European Union consumer experience. A practicum course that provides students with opportunities to apply concepts mastered in previous business courses. The class materials are two major assignments, three cases, and a book. Materials will also be supplemented with corporate visits that reinforce the concepts from the in-class materials. The goal is to help students understand the customer experience. Solving a consumer pain and converting interest into a purchase are the foundation of a new venture. (Su)

ENT 3440 Mentored Research Experience 3 Credit Hours

0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)

ENT 3513 Venture Capitalization I 3 Credit Hours

Prerequisite: student must be approved for degree candidacy by Price College, ENT 3113, and FIN 3303 or concurrent enrollment in FIN 3303. Teaches students the functional tools to engage in the management of entrepreneurial capital in ventures from early stage to mature. (F, Sp)

ENT 3603 New Venture Development II 3 Credit Hours

Prerequisite: student must be approved for degree candidacy by Price College, ENT 3113, and ENT 3513 or concurrent enrollment. Teaches student to conduct elaborate research relevant to the starting of a new venture. Focus is on researching and assessing the market, industry and customer context of a potential venture. Course forms the foundation for writing a solid business plan. (F, Sp)

ENT 3613 Launching the New Venture 3 Credit Hours

Prerequisite: student must be approved for degree candidacy by Price College. This class deals with the issues an entrepreneur might face during the launch phase of their new venture and/or new product. The case-based curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered are opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service franchising, competition and strategy. (F, Sp)

ENT 3710 Topics in Entrepreneurship 1-3 Credit Hours

1 to 3 hours. Prerequisite: student must be approved for degree candidacy in Price College of Business. May be repeated; maximum credit nine hours. Permits students to study topics in entrepreneurship not included in standard course offerings. Subject of course will vary. (F, Sp, Su)

- ENT 3880 Directed Reading 1-3 Credit Hours**
Prerequisite: Student must be approved for degree candidacy by Price College, permission. Directed readings and problems under staff supervision for advanced students. A comprehensive report and/or examination is required. (Irreg.)
- ENT 3913 Entrepreneurial Growth Strategies 3 Credit Hours**
Prerequisite: student must be approved for degree candidacy by Price College, and MGT 3013 or concurrent enrollment. Focuses on growth processes and systems; attracting the right people; managing cash-flow; shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment. (F)
- ENT 3960 Honors Reading 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Admission to Honors Program. May be repeated; maximum credit six hours. Consists of topics designated by the instructor in keeping with the student's major program. The topics will cover materials not usually presented in the regular courses. (F, Sp, Su)
- ENT 3970 Honors Seminar 1-3 Credit Hours**
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Subjects covered vary. Deals with concepts not usually treated in regular courses. (Irreg.)
- ENT 3980 Honors Research 1-3 Credit Hours**
Prerequisite: Admission to Honors College, and 3113 or concurrent enrollment. May be repeated, maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (Irreg.)
- ENT 3990 Independent Study 1-3 Credit Hours**
Prerequisite: Student must be approved for degree candidacy by Price College, all 3000-level business core courses, ENT 3113 or concurrent enrollment. Provides an opportunity for the student to work at a special project in the student's field. (F, Sp, Su)
- ENT 4503 Center for the Creation of Economic Wealth Internship 3 Credit Hours**
Prerequisite: Student must be approved for degree candidacy by Price College, ENT 3113 or concurrent enrollment. CCEW provides OU with an enhanced mechanism to offer practical experience to promote the entrepreneurial spirit and assist in developing Oklahoma's economy. The Center for the Creation of Economic Wealth operates alongside the University's Office of Technology Development which is the primary source of the center's intellectual property. Through internship programs, CCEW participants engage in entrepreneurial outreach activities. (F, Sp)
- ENT 4603 New Venture Development III 3 Credit Hours**
Prerequisite: Business majors must be approved for degree candidacy by Price College; ENT 3603 and ENT 3513 for both ENT majors and ENT minor for business majors; or ENT 3603 and ENT 3103 for ENT minor for non-business majors. Teaches students the critical skills and processes associated with the commercialization of innovate ventures. The commercialization process involves building the resources and financial requirements for successfully launching a new venture. Success in this course requires application of prior learning the New Venture Development I and II. (F, Sp)
- ENT 4710 Topics in Entrepreneurship 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Student must be approved for degree candidacy by Price College, ENT 3113 or concurrent enrollment. Topics in Entrepreneurship. May be repeated with change of topic; maximum credit six hours. (F, Sp, Su)
- ENT 4813 Entrepreneurial Law 3 Credit Hours**
Prerequisite: Students must be approved for degree candidacy by Price College, L S 3323. Designed to provide the would-be entrepreneur with a working knowledge of certain essential substantive areas of the law and the ability to work with and use lawyers effectively. The focus will be on the practical legal considerations in forming and sustaining an entrepreneurial enterprise, including entity organization, securities laws, employment benefits, operational liabilities, financing, mergers and acquisitions and intellectual property (Sp)
- ENT 4823 Venture Capitalization II 3 Credit Hours**
Prerequisite: student must be approved for degree candidacy by Price College; ENT 3513 or permission of instructor. Covers various aspects of financing entrepreneurial ventures; from the initial fund raising effort to growth capital needs to harvesting or exiting the business. This course engages the valuation process when seeking to attract capital sources and particularly when harvesting the business. Various types of venture harvest strategies are also explored. (Sp)
- ENT 4960 Directed Readings 1-4 Credit Hours**
1 to 4 hours. Prerequisite: good standing in University; permission of instructor and dean. May be repeated; maximum credit four hours. Designed for upper-division students who need opportunity to study a specific problem in greater depth than formal course content permits. (Irreg.)
- ENT 4970 Special Topics/Seminar 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- ENT 4990 Independent Study 1-3 Credit Hours**
1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- ENT 5102 Entrepreneurship & Innovation 2 Credit Hours**
Prerequisite: graduate standing and admitted to the MBA program or permission of instructor. Innovation & Entrepreneurship offers MBA candidates the opportunity to understand how starting your own business can alter your life's path. The course offers an overview of the concepts and tools of entrepreneurship involving 1) finding or creating opportunities 2) critical success factors in the creation of new ventures and 3) the significance of entrepreneurship for economic development. (Irreg.)
- ENT 5902 The Entrepreneurial Process 2 Credit Hours**
Prerequisite: graduate standing and Management 5702. The entrepreneurial process course rigorously explores the four distinct phases of an entrepreneurial business-opportunity identification; gathering the resources and launch; managing entrepreneurial growth; and harvesting the rewards-with a special emphasis on ethics, morality and life planning skills. The entrepreneurial process is a course designed for students who are committed to: Learning the practical skills, habits, and judgment required to make money; learning to ask the right questions, analyze the right numbers and clearly defend their ideas; learning how to live a "Life of Meaning" so they can make a difference in the world. (Irreg.)

- ENT 5912 Capitalizing the New Venture** **2 Credit Hours**
 Prerequisite: graduate standing in Business. This course will cover various aspects of financing entrepreneurial ventures. Topics will include methods of financing, financials, techniques for valuing new businesses and financial structure. Funding sources examined will include commercial banks, small business investment companies SBIC, Business Angels, IPO, Series A & B & C financing, acquisitions, LBO, and venture capital companies. These processes are often referred to as sourcing, diligence and valuation. Concepts are illustrated through Harvard Business School, Babson College, and Stanford Cases, supplemented by notes and readings. (Irreg.)
- ENT 5934 Strategic Venture Development** **4 Credit Hours**
 Prerequisite: graduate standing in Price College of Business. Entrepreneurship is about the identification and enactment of entrepreneurial opportunities. This class is about evaluation of technology and commercialization, opportunity feasibility analysis, initial industry and market analysis, designing and writing a quality business plan, full industry and market analysis, development of sales and distribution structures, resources and financial capital requirements, selling a venture concept to potential investors, oral presentation skills, and compete in business plan competitions. (Irreg.)
- ENT 5941 Early Stage Venture Investing and Management I** **1 Credit Hour**
 Prerequisites: graduate standing, majors only, department/instructor permission. Combined classroom and experiential course. Through rigorous classroom lecture and case study, students will learn not only the history and current status of the venture capital industry, but also the process by which investments are made. This process includes not only deal identification and due diligence, but also negotiation, execution and management. (Sp)
- ENT 5942 Launching the New Venture** **2 Credit Hours**
 Prerequisite: graduate standing in Business. This class deals with the issues entrepreneurs might face during the launch phase of their new venture and/or new product. The case-based curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered are opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service, franchising, competition, and strategy. (Irreg.)
- ENT 5951 Early Stage Venture Investing and Management II** **1 Credit Hour**
 Prerequisites: graduate standing, majors only, department permission, ENT 5941. Continuation of ENT 5941. Students will continue to learn about the history and current status of the venture capital industry, and the process by which investments are made. This course will utilize lectures and case studies. (F)
- ENT 5960 Directed Readings** **1-3 Credit Hours**
 1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit twelve hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)
- ENT 5970 Special Topics/Seminar** **1-3 Credit Hours**
 1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- ENT 5972 Entrepreneurial Innovation** **2 Credit Hours**
 Prerequisite: graduate standing, majors only. Designed to teach students how to innovate in high velocity environments, using projects in conjunction with texts and case studies. Students will develop skill sets designed to frame opportunities, validate the customer value proposition, develop go-to-market strategies, and develop a business model. (Sp)
- ENT 5982 Entrepreneurial Strategies** **2 Credit Hours**
 Prerequisites: graduate standing, majors only. An entrepreneurial case study based on a world class company's entrepreneurial journey, cultural transformation, and unique implementation of alternative leadership paradigms. The course will challenge many current business practices and help students develop frameworks for entrepreneurial strategies. (Sp)
- ENT 5990 Independent Study** **1-3 Credit Hours**
 1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- ENT 5992 Entrepreneurial Growth Strategies** **2 Credit Hours**
 Prerequisites: graduate standing, majors only. Focuses on growth processes and systems, attracting the right people, managing cash-flow, shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment. (F)
- ENT 6960 Directed Readings** **1-3 Credit Hours**
 1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit six hours. Directed readings and /or literature reviews under the direction of a faculty member. (F, Sp, Su)
- ENT 6970 Special Topics/Seminar** **1-3 Credit Hours**
 1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)
- ENT 6980 Research for Doctoral Dissertation** **2-16 Credit Hours**
 2 to 16 hours. Research for Doctoral Dissertation. (F, Sp, Su)