

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; ACCT 2123 or concurrent enrollment. 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. (F, Sp)

ENT 3123 Corporate Innovation 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College; ENT 3113 and ENT 3513 or concurrent enrollment. In today's hypercompetitive environment, corporate innovation is essential. This course is about understanding how some firms are able to achieve and maintain an entrepreneurial spirit and superior performance. (F, Sp)

ENT 3133 Entrepreneurial Resources 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment. A central facet of the entrepreneurial process is the attainment and management of key resources. The focus of this course is to offer a practical exploration of key resources available to entrepreneurs. Examples include angels and angel groups, venture capital, crowdfunding, accelerators/incubators, grant funding, among others. Students will learn about each resource, and why/when they might be utilized by entrepreneurs. (F, Sp)

ENT 3193 Social Entrepreneurship 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College, ENT 3113, and ENT 3513 or concurrent enrollment. Introduction to social entrepreneurship in for-profit ventures, and practices to start and grow mission-driven ventures. Social ventures aim for a double or triple bottom line with meaningful social and/or environmental returns, and sustainable financial returns through their products, services or other business practices. (F, Sp)

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. (Sp)

ENT 3213 Entrepreneurial Leadership 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College. To lead ventures in new or established organizations, cultivating entrepreneurial leadership is essential. This requires leaders to expand their worldviews and continually learn to better lead themselves and others. Entrepreneurial leadership involves a mentality of coordinating resources by collaboratively turning problems into opportunities. Entrepreneurial leaders value character, relationships, curiosity, communication, action, and the processes by which impactful outcomes are achieved. (F, Sp)

ENT 3423 International Entrepreneurship 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment. 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. (Su)

ENT 3433 Global Entrepreneurship 3 Credit Hours

Prerequisite: Student must be approved for degree candidacy by Price College. To launch and lead new ventures outside the United States, entrepreneurs must develop a global perspective and exercise cross-cultural business and communication skills. In this course, students learn to assess and navigate global contexts for entrepreneurship. Students practice the entrepreneurship skills required to advance global ventures. Special attention is given to differing institutional settings and markets. (F, Sp)

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, course is not open to Freshmen; ENT 3113, and FIN 2303 or FIN 3303 or concurrent enrollment in FIN 2303 or 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 covers issues an entrepreneur might face during the launch of their new venture or product. The case-based curriculum teaches the critical questions that must be addressed 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, 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 Ronnie K. Irani 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; students must apply for and be accepted in the Fall for a Spring internship, or in the Spring for a Fall internship, and must have selected to receive credit for their internship; department/instructor approval required. I-CCEW provides OU with an enhanced mechanism to offer practical experience to promote the entrepreneurial spirit and assist in developing Oklahoma's economy. The Ronnie K. Irani 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, I-CCEW participants engage in entrepreneurial outreach. (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 innovative 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 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 5111 Social Entrepreneurship 1 Credit Hour**
Prerequisite: Graduate standing and departmental permission. The course will challenge students to look beyond traditional business practices by using entrepreneurial principles to create public good. The design of the course assumes that entrepreneurs are powerful agents of social and economic change who, if properly harnessed, can drive a sustainable economy and environment as well as improve the equity, health, and wellbeing of the population. (Irreg.)

- ENT 5112 Corporate Entrepreneurship 2 Credit Hours**
Prerequisite: Graduate standing and departmental permission. Corporate Entrepreneurship is about understanding how and why some firms can maintain their entrepreneurial spirit, competitiveness, and growth, whereas others cannot. It is about creating work environments where innovation is the norm, where employees are encouraged to work entrepreneurially, where leadership is supportive (not controlling), and where firms are organized to take advantage of opportunities. (Irreg.)
- ENT 5121 Entrepreneurial Family Business 1 Credit Hour**
Prerequisite: Graduate standing and departmental permission. The course provides an overview of family businesses and the skills and knowledge needed to operate an entrepreneurial and sustainable family business. Topics include family business social and economic impact, strategy, performance, governance, succession, family business dynamics, and family business roles. (Irreg.)
- ENT 5122 Entrepreneurship for Science and Technology 2 Credit Hours**
(Crosslisted with ENGR 5122) Prerequisite: Graduate standing and departmental permission. This course will introduce entrepreneurship from the science and technology perspective. We will start with ideas, analyze them, and see how they could grow into a business. The course will cover areas such as innovation, prototyping, competition, customer discovery, business model canvas, networking, funding, and legal issues, including patents and intellectual property. (F, Sp)
- ENT 5131 Design Thinking for Entrepreneurship 1 Credit Hour**
Prerequisite: Graduate standing and departmental permission. This course introduces design thinking for budding business titans, policy makers, social innovators, and anyone else interested in learning an approach that can be applied to a variety of "wicked" problems, helping foster equity, and transforming product, services, and organizations. (Irreg.)
- ENT 5132 Global Entrepreneurship 2 Credit Hours**
Prerequisite: Graduate standing and departmental permission. This course will explore the basic concepts of global entrepreneurship. The class will be a mix of lectures, cases studies, discussions, experiential exercises, and guest speakers. (Irreg.)
- ENT 5141 Entrepreneurial Law 1 Credit Hour**
Prerequisite: Graduate standing and departmental permission. This course will provide the 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 law, operational liabilities, financing, mergers and acquisitions, and intellectual property law. (Irreg.)
- ENT 5142 Economics of Innovation 2 Credit Hours**
Prerequisite: Graduate Standing and Departmental Permission. This is a graduate-level course on economics of innovation. The ultimate learning objective of this course is to improve students' analytical skills and critical thinking in topics that relate to the key determinants of innovative activities in modern economies and the implications of innovation for growth and development. (Irreg.)
- ENT 5151 Entrepreneurial Resources 1 Credit Hour**
Prerequisite: Graduate standing and departmental permission. A central facet of the entrepreneurial process is the attainment and management of key resources. The focus of this course is to offer a practical exploration of key resources available to entrepreneurs. Examples include angels and angel groups, venture capital, crowdfunding, accelerators/incubators, and grant funding, among others. (Sp)
- ENT 5152 Entrepreneurship Law 2 Credit Hours**
Prerequisite: Graduate Standing and Departmental Permission. This course will provide the entrepreneur with a working knowledge of essential substantive areas of the law and the ability to work with lawyers effectively. The focus will be on the practical legal considerations in forming and sustaining an entrepreneurial enterprise, including entity organization; sources of funding; securities laws; employment benefits; operational liabilities; financing; mergers and acquisitions; and intellectual property. (Irreg.)
- ENT 5161 Sustainable Entrepreneurship 1 Credit Hour**
Prerequisite: Graduate Standing and Departmental Permission. Sustainable entrepreneurship uses the tools of entrepreneurship to address environmental challenges in for-profit and nonprofit contexts. The course will cover concepts such as systems thinking, life cycle assessments, and climate change as sources of opportunities for entrepreneurs. Understanding the underlying principles allows for improving the environment while maintaining financial viability. (Irreg.)
- ENT 5162 Product Design & Development 2 Credit Hours**
Prerequisite: Graduate Standing and Departmental Permission. The focus of Product Design and Development is integration of the marketing, design, and manufacturing functions of the firm in creating a new product. It is expected that each student will prepare for and attend all of the class sessions and enhance class discussions. Participation in a team project is central to this course. (Irreg.)
- ENT 5172 Innovation & Change 2 Credit Hours**
Prerequisite: Graduate Standing and Departmental Permission. The primary purpose of the course is developing an understanding of innovation and change management skills and processes (by focusing on the interrelated concepts of Innovation, Change, & New Value Creation) and applying this knowledge to fostering the creation of new value. Students will also be exposed to real world entrepreneurial ecosystems which are designed to enable innovation and entrepreneurship. (Irreg.)
- ENT 5182 Strategic New Venture Development 2 Credit Hours**
Prerequisite: Graduate Standing and Departmental Permission. This class provides hands-on learning on what it's like to start a company. Our goal is to create an entrepreneurial experience for you with all the pressures and demands of the real world in an early-stage startup. The class is designed to provide the experience of how to work as a team and turn an idea into a company. (Irreg.)
- ENT 5902 Entrepreneurial Leadership 2 Credit Hours**
Prerequisite: Graduate standing and MGT 5702. To lead ventures in new or established organizations, cultivating entrepreneurial leadership is essential. This requires leaders to expand their worldviews and continually learn to better lead themselves and others. Entrepreneurial leadership involves a mentality of coordinating resources by collaboratively turning problems into opportunities. Entrepreneurial leaders value character, relationships, curiosity, communication, action, and the processes by which impactful outcomes are achieved. (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 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 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 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. Prerequisite: Graduate standing and permission of instructor; may be repeated. Directed research culminating in the completion of the doctoral dissertation. (F, Sp, Su)