

Course Catalog

Entrepreneurship

Faculty

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Overview

The Entrepreneurship minor is designed to cultivate, coordinate, and integrate Trinity's diverse resources for the development and application of more creative entrepreneurial behavior and achievement. It builds on the overlap of three clusters of programs: arts and humanities, science and engineering, and business and social sciences.

The Entrepreneurship minor provides students an interdisciplinary approach to the process of creativity and entrepreneurship. This minor focuses on the process of creativity, opportunity identification and evaluation, design and innovation, financing, strategy, marketing, and new venture development. This minor offers an opportunity for students to form multidisciplinary entrepreneurship project teams (E-Teams) for transforming creative ideas into practical realities, and to interact with alumni entrepreneurs.

This minor requires twenty-one hours of coursework with at least nine hours at the upper-division level.

Students who wish to go beyond the minimum required of this minor should investigate the possibility of an Interdisciplinary Second Major and prepare an expanded plan that integrates more of these courses. A form that describes the Interdisciplinary Second Major is available in the Office of the Registrar.

Requirements

The Minor

Entrepreneurship Core (14 hours)

ENTR 2111	Introduction to Entrepreneurship I
ENTR 2112	Introduction to Entrepreneurship II
ENTR 3340	Innovation, Design, and Entrepreneurship

ENTR 3341	Entrepreneurial Planning and Strategies
ENTR 4360	Entrepreneurial Sales
BUSN 4355	Entrepreneurial Venture Planning

Required Supporting Courses (9 hours)

ACCT 1300 or	Understanding the Language of Business
ACCT 1301	Fundamentals of Financial Accounting
MKTG 2301	Principles of Marketing
MGMT 2301	Management Organizations

Elective Courses

Along with members of the advisory committee, students will select three elective courses that meet the following criteria: (1) the specific courses selected should encourage students to develop essential skills for their entrepreneurial development or lead students to investigate broader areas of social concern; and (2) the courses must be approved by the advisory committee of the minor.

Courses

ENTR-1342 Arts Entrepreneurship Mindset

Artists create! Do they see themselves as entrepreneurs? How do they create value for customer/client? How do they deliver that value to a customer/client? How they capture the worth of that value? Specifically designed for performers, writers, composers, musicians, conductors, designers, painters, photographers, sculptors, theatre directors, artistic directors, actors, poets and other creatives, this class offers a framework, tools, and a community of peers and mentors to develop an entrepreneurial mindset. The students will start from the craft they know, learn the craft they need to create value. Students will examine the breadth of professional opportunities available in the Creative Economy and in the individual's field of arts practice, and explore strategies for pursuing them. (Also listed as THTR 1342).

ENTR-2111 Introduction to Entrepreneurship I

This course serves as an introduction to entrepreneurship, focusing on the process of brainstorming, recognizing and evaluating entrepreneurial opportunities and developing a preliminary business model around that opportunity. Designed for all majors, prior business experience or previous coursework in business is not required. Students residing in Entrepreneurship Hall should enroll in this class for credit. (Offered every semester)

ENTR-2112 Introduction to Entrepreneurship II

This course serves as an introduction to entrepreneurship, focusing on the process of brainstorming, recognizing and evaluating entrepreneurial opportunities and developing a preliminary business model around that opportunity.

Designed for all majors, prior business experience or previous coursework in business is not required. Students residing in Entrepreneurship Hall should enroll in this class for credit. (Offered every semester) Prerequisite: ENTR 2111

ENTR-3340 Innovation, Design, and Entrepreneurship

This course focuses on the process of innovation and design for entrepreneurial venture development. In this course students learn to develop a persuasive structure to make innovative ideas attractive and defensible. Design is an essential step in transforming innovative ideas into practical reality. This course focuses on the use of design as a form of expression, including development of functional prototypes of innovative ideas potentially leading to entrepreneurial ventures. In this course students are required to form multidisciplinary design teams. Students develop the knowledge, skills, and behaviors related to developing innovative ideas, design methodologies, use of appropriate information, materials, tools, and technology for entrepreneurial ventures. Prerequisites: GNED 2340 (also listed as ART 2314 and THTR/ENGL/MUSC 2340) and Junior standing, or consent of instructor.

ENTR-3341 Entrepreneurial Planning and Strategies

This course focuses on entrepreneurial planning and strategies with emphasis on the areas of financing, management, and marketing. Major topics include attracting seed and growth capital from sources such as individuals, venture capital, investment banking, and government and commercial banks; creating marketing plans for a new venture; entrepreneurial or opportunity oriented management, strategic control, operational functions, and organizational management; short- and long- range planning; and measurement of economic performance. Prerequisite: ENTR 3340

ENTR-3-90 Directed Studies: Junior Level

Independent study under faculty supervision with emphasis on the latest developments in entrepreneurship and preparation of the E-Team projects. May be repeated up to three hours. Prerequisites: GNED 2340 (also listed as ART 2314 and THTR/ENGL/MUSC 2340) and Junior standing, or consent of instructor.

ENTR-3-95 Internship

An off-campus internship with an accepted employer in the private, public, or non-profit sector. This structured and supervised professional work experience must be pre-approved and include a relevant deliverable assignment, service, or project for the company or non-profit. The experience may be paid or unpaid. Variations in credit according to the work performed, from 0 to 6 hours. A maximum of 6 hours of internship credit may be applied to a Trinity degree. Must be taken Pass/Fail. (Offered every semester.) Prerequisite: Consent of the instructor

ENTR-4360 Entrepreneurial Sales

Compared to established firms, startups face significant challenges identifying their ideal customers, personalizing messaging to those audiences, acquiring initial customers and retaining customers. This course examines representative challenges and tools for enabling new ventures the ability to sell. Prerequisites: ENTR 3341

ENTR-4-90 Directed Studies - Senior Level

Independent Study under faculty supervision with emphasis on completing the major project of the entrepreneurship program. May be repeated for up to three hours. Prerequisite: ENTR 3340 and Senior Standing

ENTR--91 Special Topics in Innovation and Entrepreneurship

Study of a topic or field not covered by other courses. Lower division offerings will provide an introductory approach to a topic. Upper division courses will involve in-depth analysis of a specific area, and will usually require prerequisite courses, at the discretion of the instructor. May be repeated for credit on different topics. Prerequisite: Consent of Instructor
