Entrepreneurship

Faculty

Luis E. Martinez, Ph.D., Director of the Center for Innovation and Entrepreneurship

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

Core Courses

From this list select twelve hours of coursework, including the specified section of GNED 1300 or GNED 2340 and ENTR 3340, 3341, and 4193.

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GNED 1300</td>
<td>First Year Seminar: Creativity and Entrepreneurial Behavior</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>GNED 2340</td>
<td>Creative Thinking and the Artistic Process</td>
</tr>
<tr>
<td>ENTR 3-90</td>
<td>Directed Studies—Junior Level</td>
</tr>
<tr>
<td>ENTR 3340</td>
<td>Innovation, Design, and Entrepreneurship</td>
</tr>
<tr>
<td>ENTR 3341</td>
<td>Entrepreneurial Planning and Strategies</td>
</tr>
<tr>
<td>ENTR 4-90</td>
<td>Directed Studies—Senior Level</td>
</tr>
<tr>
<td>ENTR 4193</td>
<td>Capstone—E-Team Project</td>
</tr>
</tbody>
</table>

**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-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-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-4193 Capstone for E-Team Project
This is the capstone course for students in the entrepreneurship program, a course in which all elements of the program are tied together. In this course each E-Team project group develops a comprehensive business or operational plan for its entrepreneurial venture. Students are required to defend their strategic plan for a panel of potential investors. This course incorporates wisdom, insight, and experiences for successful entrepreneurs and explains the benefits and risks involved in the proposed entrepreneurship ventures. Prerequisite: ENTR 3341 and senior standing, or consent of instructor.

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.