

ENTREPRENEURSHIP (ENTSP)

Any experimental courses offered by ENTSP can be found at:

registrar.iastate.edu/faculty-staff/courses/explisting/ (http://
www.registrar.iastate.edu/faculty-staff/courses/explisting/)

Courses primarily for undergraduates:

ENTSP 310: Entrepreneurship and Innovation

(Cross-listed with MGMT). (3-0) Cr. 3. F.S.

Prereq: Sophomore classification

Review of the entrepreneurial process with emphasis on starting a new business. How to analyze opportunities, develop an innovative product, organize, finance, market, launch, and manage a new venture. Deals with the role of the entrepreneur and the importance of a business plan. Speakers and field project.

ENTSP 313: Feasibility Analysis and Business Planning

(3-0) Cr. 3. F.S.

Prereq: MGMT 310

Developing an idea for a new business venture, conducting a feasibility study, researching the potential market, analyzing the competition, and writing a formal business plan. Basic business functions are discussed in terms of their application to conducting feasibility analysis and writing a business plan for an entrepreneurial venture.

ENTSP 320: Corporate Entrepreneurship, Innovation and Technology Management

(Cross-listed with MGMT). Cr. 3. F.S.

Prereq: sophomore classification

Entrepreneurial approaches aimed at the identification, development and exploitation of technical and organizational innovations, the management of new product or process developments, and the effective management of new ventures in the context of mid-size to large corporations in manufacturing as well as in service industries. Development of an awareness and understanding of the range, scope, and complexity of issues related to the creation of a corporate environment that is supportive of entrepreneurial endeavors as well as to gain insights concerning the effective implementation of technological and organizational innovations in corporate settings.

ENTSP 367: International Entrepreneurship

(3-0) Cr. 3.

Prereq: Sophomore classification

The essentials of operating an entrepreneurial firm in an international environment. Topics include understanding the role of entrepreneurship in economic development, starting and developing a business in an international market, financing international ventures, international management issues and exchange rates.

Meets International Perspectives Requirement.

ENTSP 410: Social Entrepreneurship

(3-0) Cr. 3. F.S.

Prereq: Sophomore classification

Introduction to issues related to the role of social entrepreneurship in helping to solve social problems, including innovation, opportunity recognition, planning and the launch of new non-profit organizations.

ENTSP 431: Small Business Finance Decisions

(Cross-listed with FIN). Cr. 3. S.

Prereq: FIN 310 or ENTSP 313 AND FIN 301

Integrative nature of small business financial decisions, from basic historical financial analysis to financial projections and valuation unique to small business. Utilize planning/valuation to reconcile the optimal exit date for the small business owner. Examination of this integrative approach through case study. Emphasis on practical application with a decision orientation. Group project working with a small business owner and related advisors/bankers to develop a plan that focuses on an optimal exit strategy.

ENTSP 454: Entrepreneurial Marketing

(Cross-listed with MKT). (3-0) Cr. 3. F.

Prereq: MKT 340

Basic understanding of marketing for those interested in creating or working for a start-up or an innovation-oriented company or consultancy. Relevant to marketing roles in entrepreneurial firms across both B2B and B2C markets. Integrates theory and practice, and provides insight into how entrepreneurs take both strategic and tactical marketing decisions in uncertain business environments. For hands-on perspective, incorporates projects involving real-world marketing problems confronting start-ups, and guest talks from entrepreneurs and frequent case analyses.

ENTSP 480: Applied Entrepreneurship: Executing New Ventures and Projects

(3-0) Cr. 3.

Prereq: MGMT 310 and ENTSP 313

Experiential learning through student-identified project. Students identify, propose and execute an experiential learning project that will be completed during the semester. The course provides application oriented learning of entrepreneurship. The course project must include a significant experiential learning activity, such as launching a venture or business, writing a business plan, or completing an internship in an entrepreneurial setting. Requires a field project.

ENTSP 485: Trends in Entrepreneurship

(3-0) Cr. 3. F.S.SS.

Prereq: ENTSP 310

A broad examination of historical, literary, and business perspectives on entrepreneurship. The entrepreneurial process is studied by examining the role of individuals, new ventures, and established organizations in the discovery, evaluation, and exploitation of economic opportunities. Emphasis is placed on tracing the evolution of entrepreneurship theories over time, as well as analyzing current trends related to the study of entrepreneurship.

Courses primarily for graduate students, open to qualified undergraduates:

ENTSP 566: Entrepreneurship and New Venture Startup

(3-0) Cr. 3.

Prereq: Graduate classification or permission of instructor.

The essentials of starting and operating a new business. Topics include current research on entrepreneurial perspective, starting and developing a new business, financing the venture, managing the growing firm, and special issues.

ENTSP 567: Launching International Ventures

(3-0) Cr. 3.

Prereq: Graduate classification or permission of instructor

Essentials of operating international ventures. Topics include identifying and evaluating international business opportunities, choosing among international markets and modes of international entry, building an international organization, managing across cultures, financing international ventures, and recognizing the major issues related to starting a venture in a non-US context. International entry plan for an international new venture or an existing business.

ENTSP 583: Formulating and Implementing Innovation Strategies

(Cross-listed with MGMT). (3-0) Cr. 3.

Prereq: MGMT 504 or permission of instructor

Key strategies, models, and tools to foster and drive organizational innovation. Analysis of industry dynamics, sources and types of innovations, timing of entry; formulation of innovation strategies; developing innovation portfolios and collaboration strategies, protecting innovation; implementing technological innovation strategy, including new product development and deployment strategy. Essential traits of innovative strategic leaders. Critical analysis and discussion of cases focused on entrepreneurship and innovation and project requiring hands-on practical application of course concepts.

Courses for graduate students:

ENTSP 605: Seminar in Strategic Management

(Cross-listed with MGMT). Cr. 3. Alt. F., offered odd-numbered years.

Critical review of theory and research in the field of strategic management. Introduction to representative conceptual and empirical research. Review theories that provide the foundation for management research, and review current research in associate research streams. The review will cover fundamental questions in strategy.

ENTSP 606: Historical Foundations of Entrepreneurship Research

(Cross-listed with MGMT). Cr. 3.

Prereq: Enrollment in the PhD Program

Seminal readings, theoretical perspectives, and historical roots of Entrepreneurship research. A broad variety of core foundational theories, perspectives, and approaches are discussed.

ENTSP 607: Current Topics in Entrepreneurship Research

(Cross-listed with MGMT). Cr. 3. Alt. S., offered even-numbered years.

Prereq: Enrollment in the doctoral program

Current theoretical perspectives and methodological approaches in entrepreneurship research. Current entrepreneurship research is inherently interdisciplinary such that we will draw on insights from scholars across a range of disciplines.

ENTSP 609: Organizational Research Methods

(Cross-listed with MGMT). Cr. 3. F.

Prereq: Enrollment in ENTSP or MGMT PH D program or permission of instructor.

Solid methodological foundation that will prepare you to be a productive producer and educated consumer of scientific research in the field of Management, Entrepreneurship, and other related disciplines. Introduction to numerous concepts and techniques with relevance to your future scholarship in this domain. Conceptual underpinnings necessary to appreciate the strengths and limitations of various approaches used in these fields and the interplay between theoretical advancement and rigorous empirical investigation.