

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

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

Prereq: Sophomore classification

Introduction to the entrepreneurial process, from the creation and discovery of entrepreneurial opportunities to starting viable business ventures. Develops core entrepreneurial and innovation skills instrumental for business startups as well as for established businesses, and fosters fundamental understanding of how to organize, structure, finance, market and launch new ventures. Opportunities to apply introduced skills, tools and frameworks through class projects and exercises.

ENTSP 313: Feasibility Analysis for New Ventures

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

Prereq: ENTSP 310

Focuses on the knowledge and practical skills required for developing an idea for a new business venture, researching potential markets, analyzing competition, conducting formal feasibility analyses, and considering business plan implications. Includes discussion of basic business functions in terms of their application to conducting feasibility analyses and to exploiting related business opportunities.

ENTSP 320: Corporate Entrepreneurship

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

Prereq: sophomore classification

Introduces 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. Focuses on mid-size to large corporations, especially in the manufacturing and service industries. Develops 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 the effective implementation of technological and organizational innovations in corporate settings.

ENTSP 367: International Entrepreneurship

(3-0) Cr. 3.

Prereq: Sophomore classification

Introduces the essentials of two key components of international entrepreneurship: operating an entrepreneurial firm in an international environment, and starting and developing a new venture in an international market. Topics include choosing and entering an international market, organizing international ventures, and other issues related to managing the business and employees in an international context. Offers students the opportunity to create an international business plan for their own business idea or an existing company. Meets International Perspectives Requirement.

ENTSP 381: Managing Family Businesses

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

Prereq: Sophomore classification

Introduction to the important role family businesses play in the domestic and global economies as well as the complex and unique challenges and opportunities encountered by such businesses and their family members and other employees. Explores best practices for successfully managing family businesses.

ENTSP 410: Social Entrepreneurship

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

Prereq: Sophomore classification

Introduces the role of entrepreneurship in helping to solve social issues and societal problems, and the idea of social entrepreneurs as pursuers of the public good and as change agents in the social sector. Emphasis on how entrepreneurial topics such as innovation and opportunity recognition can be leveraged to address social problems, as well as on the planning and launch of new non-profit or not-for-profit ventures.

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 461: Entrepreneurship and Accounting Information

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

Accounting information recording, dissemination, and use by entrepreneurs. Introduces pro forma financials, venture capital, private equity, and state and federal regulations for business creation and formation. Other topics include intrapreneurship, intellectual property, information privacy, cybersecurity, and internal controls, including managing the risk of embezzlement.

ENTSP 480: Applied Entrepreneurship: Executing New Ventures

(3-0) Cr. 3.

Prereq: ENTSP 310; ENTSP 313

Focuses on application-oriented and experiential learning of best practices for starting and advising new business ventures. Students identify, propose and attempt to execute an experiential learning project, such as developing and presenting a business model for a new venture, launching a new venture, or similar entrepreneurial experience. Requires extensive work outside the classroom.

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.