

ENTREPRENEURSHIP (ENT)

ENT 371 Introduction to Entrepreneurship (3 crs)

Prerequisite: Minimum 48 credits completed. Limited to students who have declared an Entrepreneurship major, minor, or certificate.

• Formerly offered as MGMT 371.

Students explore entrepreneurship by learning and utilizing a business model framework to guide their exploration and discovery process, toward the creation of a successful startup.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

ENT 373 New Venture Feasibility (3 crs)

Prerequisite: ENT 371 or concurrent enrollment

• Formerly offered as MGMT 373. This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.

Students apply market research techniques to refine their business ideas and evaluate market feasibility. Students learn how to conduct operational and financial analyses in the design of a feasible business model.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

ENT 374 New Venture Start-Up and Growth (3 crs)

Prerequisite: ENT 371, ENT 373.

• Formerly offered as MGMT 374. This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.

Students learn how to launch a new product and explore the range of functional details involved in a new venture start-up. Strategies for growing the business and challenges in management growth are addressed.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

ENT 471 Entrepreneurship Capstone (3 crs)

Prerequisite: ENT 371 with C- or above; ENT 373; ENT 374 or concurrent enrollment.

• Formerly offered as MGMT 471. This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.

Students will learn and demonstrate how to skillfully prepare, refine, and communicate their business idea in an entrepreneurial environment. They will learn about financing options considered by startup founders. They will deliver their business plan in a formal, end-of-semester presentation to a panel of business professionals.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0
