# Entrepreneurship (ENT)

## ENT 130 Entrepreneurship in a Sustainable Global Environment 3
Global forces will restructure the world economy for the foreseeable future. Entrepreneurship, sustainability, and innovation will drive companies and individuals and produce major changes within that environment.  
**MAC:** MAC Global and Intercultural  
**Notes:** Same as BUS 130.

## ENT 200 Introduction to Entrepreneurial Finance 3
Introduction to problems and methods in business finance within the context of entrepreneurial ventures. Topics include business formation, sources of financing, financial statements, business valuation, budgeting, and measuring financial performance.  
**Prerequisites:** Entrepreneurship minor for non-business students.  
**Notes:** Students may not receive credit for ENT 200, FIN 200, and FIN 315. Same as FIN 200.

## ENT 201 Creativity, Innovation, and Vision 3
Creativity and innovation is examined through an interdisciplinary lens. We examine how creative and innovative thinking gives us the vision to see opportunities and how they impact society.  
**MAC:** MAC CritThink Soc and BehavSci  
**Notes:** Same as BUS 201.

## ENT 202 Arts Admin and Entrepreneurship 3
Introduces foundational skills for successful management, launching and growth of arts organizations. Topics include strategy, organizational structure, new venture launch, entrepreneurship, market analysis, marketing, fundraising and audience engagement.  
**Notes:** Same as AAD 202.

## ENT 206 Start Something Globally Sustainable! 3
Students learn the basics of establishing a new business from idea to inception while identifying dynamic elements of culture and environmental systems through the finalized sustainable global business, esports application, and direct selling assignment. Students may have the opportunity for a loan to establish a viable business.  
**MAC:** MAC Global and Intercultural  
**Prerequisites:** None.  
**Notes:** Same as BUS 206.

## ENT 240 Introduction to the Entrepreneurial Experience 3
Introduction to the entrepreneurial experience including historical perspectives, the role of entrepreneurs in supporting the economy, the entrepreneurial process, venture creation, and innovation.  
**Notes:** Same as BUS 240.

## ENT 250 Purpose-Driven Entrepreneurship 3
Students will engage in exercises to understand their purpose, develop a plan to create self-employed, meaningful work, and learn strategies to stay connected to the self and the world.  
**Notes:** May be repeated once for credit. Business project must be different than the project completed first time taking the course; Same as HHS 250.

## ENT 262 Ethical Issues in Entrepreneurship 3
Application of ethical theory to global entrepreneurship; including entrepreneur’s role in ethical actions, economic justice, responsibility, self and government regulation, conflict of interest, investment policy, advertising, and environmental responsibility, and application to direct selling.  
**MAC:** MAC CritThink Hum and Fine Art  
**Notes:** May not receive credit for both PHI 261 and PHI 262. Same as PHI 262.

## ENT 275 Entrepreneurial Personal Branding 3
Students will have a better understanding of the entrepreneurial mindset, how to use entrepreneurship strategies personally, and how to best brand and uniquely market themselves.  
**Notes:** Same as HHS 275 and IPS 275.

## ENT 276 Creative Space: The Meeting of Art and Entrepreneurship 3
Students develop self-employment skills with a focus on blending contemporary creative practices and entrepreneurship. Research and basic art skills are combined with entrepreneurship resulting in personal business models.  
**Prerequisites:** ART or ENTR major.  
**Notes:** Same as ART 276.

## ENT 300 Ideas to Sustainable Opportunities: Feasibility Analysis 3
Provides the knowledge and skills to develop a sustainable feasibility plan for a new business venture that will be the basis for developing a business plan.  
**Prerequisites:** ENT 200 or FIN 200 or ACC 201 or permission of instructor.  
**Notes:** Same as BUS 300.

## ENT 307 Global Health 3
Study of disease burden and health systems in high-, middle-, and low-income countries. Emphasis on challenges and public health and entrepreneurial approaches to improvements in resource-constrained and emerging nations.  
**Notes:** Same as HEA 307.

## ENT 309 Entrepreneurship in the Public Sector 3
Introduction to principles and practices of entrepreneurship in the public sector through literature, case studies of initiatives, such as citizen innovation and cross-sectoral collaborations, online class discussions, and group projects.  
**Notes:** Same as PSC 309.

## ENT 312 Economics of Technology 3
Economic analysis of technological change. Topics include sources of productivity, inventive activity, entrepreneurship, innovation strategy, RD management, patenting, and technology assessment.  
**Prerequisites:** ECO 201.  
**Notes:** Same as ECO 312.

## ENT 315 The Economics of Entrepreneurship 3
Study of entrepreneurship from history of economic thought perspective and application of such concepts to economic agents. Emphasis on economic thought, market activity, and economic growth.  
**Prerequisites:** ECO 201.  
**Notes:** Same as ECO 315.

## ENT 321 Design Thinking and/or Entrepreneurial Thinking 3
Theories and applications of design thinking and entrepreneurial thinking will be explored. Students interested in innovation and creativity with application ranging from regional to global in practice will benefit.  
**Notes:** Same as IAR 321.
ENT 324 Professional Selling 3
Professional selling provides students with the knowledge and skill sets needed to give them the ability to make effective sales presentations to businesses or consumers, including direct selling.
Notes: Same as MKT 328.

ENT 327 Writing for Professionals and Entrepreneurs 3
Principles of written communication emphasizing clarity, precision, audience analysis, arrangement, and collaboration applied to a variety of professional and entrepreneurial writing tasks and workplace settings; includes elements of summaries, reports, and proposals.
Prerequisites: General Education Reasoning and Discourse requirement (GRD) must already have been met.
Notes: May be repeated for credit. Same as ENG 327.

ENT 328 Sales Leadership 3
Problems in selling, direct selling, and sales management are dealt with from the strategic marketing perspective. The sales management process is addressed from the perspective of the profit-maximizing allocation of resources of the firm. Students in this class analyze cases in direct selling and evaluate optimal ways to build a strong direct selling team.
Prerequisites: Sophomore standing.
Notes: Same as MKT 328.

ENT 335 Entrepreneurial Finance 3
This course focuses on financial analysis, financial forecasting, financing, capital costs, and working capital management of start-up businesses and existing businesses in the early stages of development.
Prerequisites: FIN 315.
Notes: Same as FIN 335.

ENT 336 Opportunities to Action: Business Plan 3
Provides the knowledge and skills to develop a feasibility plan into a business plan for a new venture, which culminates in a business plan competition.
Prerequisites: BUS 300 or ENT 300.
Notes: Same as BUS 336.

ENT 337 Family Business 3
Overview of family business, including what is required for family harmony and business continuity.
Notes: Same as BUS 337.

ENT 338 Global Franchising 3
This course introduces the student to opportunities in franchising including becoming a franchisee or franchisor.
Prerequisites: ACC 201 or ENT 200/FIN 200.
Notes: Same as BUS 338, HTM 338.

ENT 339 Entrepreneurial Leadership 3
Leadership theories, skills, and practices necessary for effectiveness in varied entrepreneurial settings, including private businesses, corporations, not-for-profit organizations, and social movements.
Notes: Same as BUS 339.

ENT 340 Social Entrepreneurship 3
Introduction to social entrepreneurship including identification of social problems and how they are solved through innovation, community impact, sustainability, ethical, scalable, economic value creation, and risk-taking efforts.
Notes: Same as BUS 340.

ENT 342 International Entrepreneurship 3
Creation and management of business ventures with international dimensions are examined, and economic and formal/informal institutions affecting entrepreneurship are discussed.
Notes: Same as BUS 342.

ENT 354 Restaurant Entrepreneurship 3
Students will explore the role of entrepreneurship in the hospitality and tourism industry, determine risks and rewards of self-employment, and develop business concepts based on the hospitality and/or tourism skill set.
Prerequisites: Junior or senior standing.
Notes: Same as HTM 364.

ENT 376 Micro-Enterprise for Creatives 3
Introduces foundational skills for micro-enterprise in the arts and creative industries aimed towards, but not exclusive to, visual artists, designers, and creative makers. Topics include venture analysis, business modeling, prototyping, financial/legal/structures, and market testing.
Notes: Same as AAD 376.

ENT 387 Entrepreneurship in American History 3
This course will examine entrepreneurs who shaped the contours of the American economy from the first transatlantic trade routes to the World Wide Web. We utilize entrepreneurship to analyze the development of American capitalism from a string of coastal colonies to an economic world power.
Prerequisites: None.
Notes: Same as ECO 387, BLS 387.

ENT 394 Advanced Studio Practicum: Art and Entrepreneurship 3
Development and operation of student-run art studio offering services ranging from graphic design and photography to painting and sculpture. Emphasis on developing professional and entrepreneurial skills.
Prerequisites: Junior or senior standing.
Notes: Grade: Pass/Not Pass (P/NP). May be repeated once. Same as ART 394.

ENT 396 Transition Planning and School-Based Entrepreneurship 3
This course will provide a background in transition planning for students with disabilities. Emphasis is placed on career development and transition services and entrepreneurial efforts in schools and communities.
Prerequisites: Junior standing.
Notes: Same as SES 396.

ENT 402 Entrepreneurship in the Performing Arts 3
Focus on entrepreneurship knowledge, skills and career development in the performing arts.
Prerequisites: Junior or senior standing.
Notes: Same as VPA 402, MUP 402.

ENT 403 Entrepreneurial Marketing 3
Focuses on marketing strategy, planning, and tactics for entrepreneurial firms. Addresses general marketing and selling issues – including direct selling – and specific “real world” marketing problems. Student teams will work on a specific start-up case and develop a marketing plan for that firm.
Notes: Same as MKT 403.

ENT 410 Sustainable Urban Planning in an Entrepreneurial Environment 3
Fundamental concepts and techniques of urban planning as it relates to enhancing overall quality of life with a primary focus on land use patterns, the environment, business and entrepreneurship.
Notes: Same as GES 402.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Notes</th>
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<tbody>
<tr>
<td>ENT 411</td>
<td>Silver Industries 3</td>
<td>Overview of the longevity economy and its influences on entrepreneurial opportunities. Case illustrations highlighted. Using the entrepreneurial business model, students explore opportunities, risks, and rewards in the silver industries market.</td>
<td>Same as GRO 511.</td>
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<tr>
<td>ENT 422</td>
<td>Fundamentals of Marketing Research 3</td>
<td>Conceptual foundation of qualitative and quantitative marketing research, sampling theory, experimental design, and psychological scaling techniques, along with analytic skills using user-friendly data analysis software. Case analysis as well. Student develops application abilities through assignments and a course project.</td>
<td>ECO 250, grade of C or better in MKT 320. major in ACCT, BADM, CARS, ENTR, FINC, HTMT, INTB, or MKTG; Same as MKT 422.</td>
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<tr>
<td>ENT 427</td>
<td>Personal Selling Internship 3</td>
<td>Minimum of 100 hours planned work experience in an organization with a personal sales force. Instructor will provide placement or must approve placement in advance.</td>
<td>Permission of Instructor. Same as MKT 427. Grade: Pass/Not Pass (P/NP).</td>
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<td>ENT 430</td>
<td>Researching Opportunities in Entrepreneurship and Economic Development 3</td>
<td>Students will learn how to conduct research necessary to make informed decisions for an entrepreneurial venture and measure and assess economic development opportunities. No business research experience necessary.</td>
<td>Junior, senior, or graduate standing. Same as GES 430, LIS 430, MKT 430.</td>
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<tr>
<td>ENT 435</td>
<td>Entrepreneurship and Independent Press Publishing 3</td>
<td>Exploration, analysis, and participation in independent press publishing from inception to final product while practicing the entrepreneurial strategies needed to begin a successful venture.</td>
<td>Permission of instructor. Same as ENG 435.</td>
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<tr>
<td>ENT 440</td>
<td>Experiences in Sustainable Entrepreneurship 3</td>
<td>Interdisciplinary engagement of sustainable entrepreneurship as model for change on an issue of environmental sustainability. Exploration of models that respond to social, economic, environmental, and justice issues.</td>
<td>Junior standing. Same as BUS 440, PCS 440, WGS 440.</td>
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<tr>
<td>ENT 450</td>
<td>Directed Business Practice 3</td>
<td>Planned work experience approved in advance by instructor. This is a web-based course that requires regularly scheduled work in an organization that sponsors your internship. In addition, the course requires reading, writing, and skill practice assignments.</td>
<td>Junior standing and written permission of the instructor. Open to all majors. Same as BUS 450.</td>
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<tr>
<td>ENT 451</td>
<td>Service Management 3</td>
<td>Integration of service systems management, human behavior, and marketing in the creation, delivery, and assurance of service quality and customer service.</td>
<td>Same as HTM 451.</td>
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<tr>
<td>ENT 455</td>
<td>Arts and Entrepreneurship: Career Strategies for Artists 3</td>
<td>Overview of professional performing arts career management tools. Students learn the basics of applying entrepreneurship skills and strategies to starting and sustaining an arts-related business.</td>
<td>ARAD, DANC, DRAM, MEDU, MUSI, or PRFM major. or permission of instructor; Same as DCE 455.</td>
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<tr>
<td>ENT 473</td>
<td>Wine Appreciation for the Business Professional 3</td>
<td>Introduction to the wine industry. Topics include pairing of wine and food in hospitality venues, history, geography, economics, health, and legal issues associated with wine.</td>
<td>Same as HTM 474. Must be 21 years old or older.</td>
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<tr>
<td>ENT 486</td>
<td>Theatre Management and Entrepreneurship 3</td>
<td>Learn how to develop and manage a theatre in the twenty-first century. This class provides fundamental knowledge and critical thinking skills to prepare students for a career in Theatre Management. Students will actively engage with the most relevant challenges faced by leaders in contemporary Theatre/Entrepreneurship.</td>
<td>Junior standing. permission of instructor; Grade of C or better in AAD 301 and permission of instructor.</td>
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<td>ENT 493</td>
<td>Honors Work in Entrepreneurship 3</td>
<td>Paper or project in one of the seven profiles in Entrepreneurship; may be in conjunction with the North Carolina Entrepreneurship Center.</td>
<td>Same as AAD 498. May be repeated once for credit.</td>
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<td>ENT 498</td>
<td>Internship in Arts Administration and Entrepreneurship 3</td>
<td>Supervised work experience pre-approved that requires regularly scheduled hours in an entrepreneurial arts organization. The course meets online throughout the semester and requires reading, writing, and oral communication assignments.</td>
<td>Grade of C or better in AAD 301 and permission of instructor.</td>
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<td>ENT 499</td>
<td>Selected Topics in Entrepreneurship 1-3</td>
<td>Study of topics of common interest to those interested in entrepreneurship. Group discussion and study rather than independent study emphasized. Generally non-recurring topics studied.</td>
<td>Junior standing. permission of instructor; May be repeated for credit if the topic of study changes. Same as BUS 499.</td>
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<td>ENT 511</td>
<td>Silver Industries 3</td>
<td>Overview of the longevity economy and its influences on entrepreneurial opportunities. Case illustrations highlighted. Using the entrepreneurial business model, students explore opportunities, risks, and rewards in the silver industries market.</td>
<td>Same as GRO 511.</td>
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<td>ENT 516</td>
<td>Entrepreneurship in Clinical Settings 3</td>
<td>Designed to teach students how to effectively build and implement a successful business model for the design and delivery of clinical practices, or related services.</td>
<td>Same as CED 516.</td>
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<tr>
<td>ENT 535</td>
<td>Entrepreneurship and Independent Press Publishing 3</td>
<td>Exploration, analysis, and participation in independent press publishing from inception to final product while practicing the entrepreneurial strategies needed to begin a successful venture.</td>
<td>Permission of instructor. Same as ENG 535.</td>
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ENT 606 International Entrepreneurship 3
This course is for students interested in starting, joining, or expanding international ventures. It examines dimensions affecting entrepreneurship, including modes of entry (direct selling, franchising, internet), economic, and formal/informal institutions.

Notes: Same as BUS 606.

ENT 609 Franchising 3
Develop knowledge and skills needed to succeed as a franchisee, franchisor, or franchise executive, including understanding the Franchise Disclosure Document and the role of entrepreneurship in franchising.

ENT 610 Sustainable Urban Planning in an Entrepreneurial Environment 3
Fundamental concepts and techniques of urban planning as it relates to enhancing overall quality of life with a primary focus on land use patterns, the environment, business and entrepreneurship.

Notes: Same as GES 602.

ENT 615 Entrepreneurship for the Sciences 3
Develop knowledge and skills in entrepreneurship to identify and evaluate science and technology ideas in chemistry and the life sciences as opportunities to take through the feasibility and business plan.

Notes: Same as CHE 615.

ENT 616 Entrepreneurship in Clinical Settings 2
Designed to teach students how to effectively build and implement a successful business model (e.g. private practice) for the design and delivery of clinical practices, or related services.

ENT 630 Researching Opportunities in Entrepreneurship and Economic Development 3
Students will learn how to conduct research necessary to make informed decisions for an entrepreneurial venture and measure and assess economic development opportunities. No business research experience necessary.

Notes: Same as GES 630, LIS 530, MKT 530.

ENT 640 Experiences in Sustainable Entrepreneurship 3
Interdisciplinary course in sustainable entrepreneurship. Exploration of models for designing and implementing entrepreneurial projects which respond to social, economic, environmental, and justice issues. Introduction to direct action and evaluation.

Notes: Same as BUS 640, WGS 640.

ENT 661 Entrepreneurial Career Development in Music 3
Focus on the entrepreneurship knowledge, skills, and career development to enable students to become the architect of his/her future.

Notes: Same as MUP 661.

ENT 672 App Design and Programming 3
Apply fundamental programming concepts in designing and implementing applications for the web. This course provides students the necessary foundations for developing web applications and evaluating entrepreneurial opportunities.

Notes: Same as ISM 672.

ENT 677 Entrepreneurship Opportunities in Healthy Aging 3
Examination of entrepreneurship opportunities related to the aging population, with specific attention to products and services that extend the healthy lifespan. Includes development of Business Opportunity Analysis.

Notes: Same as GRO 677.

ENT 701 Promoting and Protecting Health through Entrepreneurship 3
Introduction to Federal Small Business Research grant mechanisms for entrepreneurial research. Preparation of a grant proposal for submission to NIH, CDC, or Department of Education.

Notes: Same as HEA 701.