

# Entrepreneurship (ENTP)

## Courses

### ENTP 040 (COMM 040) Entrepreneurial Communication for Creative Industries 3 Credits

Explores the evolving culture of social media and related communication strategies and analysis. In depth discussion of tools, technique and tone; digital identity, content, voice and audience; and of managing social media blended with traditional platforms. Practical applications and best practices for multiple methods. Covers all the leading social media platforms, crowdsourcing, crowdfunding, guerilla marketing, as well as exploring new emerging platforms. Case discussions with external profit, nonprofit and government practitioners. Students design, execute and evaluate a communication campaign strategy.

**Attribute/Distribution:** SS

### ENTP 101 Introduction to Entrepreneurship 3 Credits

Introduction to the nature of entrepreneurship and the entrepreneurial mindset. Emphasis on identifying opportunities, generating creative ideas, and the process of scaling up sustainable organizations. Topics include: alternative concepts of entrepreneurship and social entrepreneurship; personal attributes of entrepreneurs; steps in new venture creation; introduction to entrepreneurial finance and marketing; new venture planning for both emerging and existing enterprises. Uses case studies, hands-on experiential teams, and exposure through guest speakers to successful entrepreneurs and to Lehigh and community resources for entrepreneurs.

**Attribute/Distribution:** ND

### ENTP 123 Art Entrepreneurship Community 3 Credits

Focus on art as an economic driver in community building. Topics: understanding community art districts; entrepreneurial contributions to venues & networks; new arts venture creation; management approaches inherent in the entrepreneurial mindset. Activities: positioning of arts events; determining target audiences; marketing; arts based business models & resource needs; development of preliminary action plans to execute arts related events. Note: "arts" activities here broadly conceived, including visual, performing, technical & literary arts. Previous ENTP101 encouraged but not required.

**Attribute/Distribution:** ND

### ENTP 201 Entrepreneurship & Enterprise 3 Credits

Investigates skills & steps for entrepreneurial success: mindset; opportunity scanning; informal networking; finding resources; managing risk; marketing plans; investors; debt & venture capital; horizontal management; developing a leadership team & creative culture; technology cycles; structuring; managing change; ethics; exit strategies. Case studies & projects. Guest entrepreneurs.

**Prerequisites:** ENTP 101

### ENTP 205 Leadership and the Entrepreneurial Mindset 3 Credits

Explores issues and develops skills in leading entrepreneurial organizations, in both profit and non-profit contexts. Examines characteristics of the entrepreneurial mindset and leadership styles in different types of ventures and growth stages. Focuses on founders' challenges such as who to found with, selecting the team, leading others, managing change and failure, emotional intelligence, and issues of control and governance. Includes self-assessment of leadership and entrepreneurial skills and strengths, motivation, risk profile, ethical decision making, life/work balance, and definitions of success.

**Prerequisites:** ENTP 101

### ENTP 232 (WGSS 232) Gender Issues in Entrepreneurship 4 Credits

Explores role of women entrepreneurs in society & economic development; impacts of women's entrepreneurship in different economic and cultural contexts; research on why women still represent a minority or entrepreneurs; gender differences in patterns of entrepreneurship; related policy challenges. Also addresses pragmatic and personal life choices facing women entrepreneurs, including identifying key characteristics of entrepreneurial opportunities and mapping those against values, skills, ethics and definitions of success; and planning for professional and personal development.

**Attribute/Distribution:** SS

### ENTP 250 (TE 250) Systematic Creativity Techniques 3 Credits

ENTP 250/TE 250 -- Systematic creativity methods including anthropological research, painstorming, bisociation, the Kano model, trimming technique, DeBono's Six Hats technique, biomimicry, lateral benchmarking, Blue Ocean Strategy, & the art of tinkering, along with other innovation methods. This course includes hands-on labs, individual & team projects, & the creation of a creativity portfolio. Open to students in any college and major. (ND).

**Attribute/Distribution:** ND

### ENTP 304 (CSB 304, TE 304) Software Ventures 3 Credits

Designed from the perspective of a functional leader, this course provides students with a holistic perspective of developing a successful software venture in an interdisciplinary and experiential environment. Students will develop a software-oriented idea concurrent with module delivery that will contain best practices, case studies, and subject-matter experts. Examination will include business model fundamentals, customer discovery, translating requirements to a minimum viable product, agile development, user acquisition, and traction. Prior programming experience preferred, but, not required. Open to any major.

**Prerequisites:** ENGR 010 or CSE 002 or BIS 111

### ENTP 306 (MGT 306) Decision Making in Small Business and Non-Profit Enterprise 3 Credits

Formulation of strategies, policies and decisions unique to family owned businesses, nonprofit organizations, startup ventures and organizations experiencing rapid growth. Lectures and case studies.

**Prerequisites:** FIN 125 and MKT 111

### ENTP 307 (SDEV 307) International Social Entrepreneurship 4 Credits

International social entrepreneurship aims to change the world through innovation in solving social problems. Focus on the nexus between social entrepreneurship and development practice, especially in relation to NGOs. Emphasis on acquiring tools and conceptual frameworks to launch new social ventures through real hands-on international fieldwork and team-oriented learning by doing. Exposure to best practices of how to affect meaningful social change in poor countries, to generate and evaluate innovative ideas, and to develop them into concrete on-the-ground startups.

**Attribute/Distribution:** SS

### ENTP 308 Creating and Sustaining a Non-Profit 3 Credits

Non-profit organizations can be effective institutional agents of change, if you know what you are doing. This class will make sure you do. Students will learn the nuts and bolts of creating and sustaining a non-profit, including recruiting and managing a board of directors, fundraising, marketing, program planning and evaluation. We will also explore the ethics, values and drive necessary to be an effective leader of a non-profit (SS).

**Attribute/Distribution:** SS

### ENTP 309 (POLS 309) Nonprofit Administration 4 Credits

Key questions in nonprofit sector research, policy, & management and factors that make the nonprofit sector distinct. Scope & character of nonprofit activity in the U.S. & abroad. Current debates in nonprofit policy and critical challenges facing management.

**Attribute/Distribution:** SS

**ENTP 310 (POLS 310) Social Entrepreneurship: How to Change the World 4 Credits**

The marketplace does not always have to be harsh. Social entrepreneurship uses market-based approaches to address needs and solve problems in our society. Students in this seminar-style course will learn how to identify community problems, convince the community that it is a problem worth solving, design the response, and implement it. Hands-on projects. Must have junior standing or higher.

**Prerequisites:** ECO 001

**Attribute/Distribution:** SS

**ENTP 311 The Garage: Launching Entrepreneurial Ventures I 3 Credits**

Students work in cross-disciplinary teams with faculty advisors and alumni mentors on marketing, financial planning, and economic and technical feasibility of entrepreneurial product- or service-based new ventures, commercial or non-profit. Students may elect to work either on their own entrepreneurial projects, on projects related to Lehigh University intellectual property, or on ideas brought in by outside entrepreneurs. Oral presentations, written new venture plans and discussions with guest speakers are integral parts of the course. Consent of minor director.

**Prerequisites:** ENTP 101

**Attribute/Distribution:** ND

**ENTP 312 The Garage: Launching Entrepreneurial Ventures II 3 Credits**

Continuation of ENTP 311. Investigates and pursues in detail the critical steps and activities necessary when entrepreneurs seriously pursue launching new ventures. Consent of minor director.

**Prerequisites:** ENTP 311

**ENTP 314 (MGT 314) Small Business Consulting 3 Credits**

A field studies course providing management assistance to small businesses in the Lehigh Valley. Students work in small groups under faculty supervision on a direct basis with owners. Problem solving and experience in applying marketing, accounting, finance, and/or management concepts to business.

**Attribute/Distribution:** ND

**ENTP 315 Lehigh Silicon Valley 1-4 Credits**

Immersion study-abroad-like program about the creation of venture capital-backed companies. Offered in the hub of entrepreneurship, Silicon Valley, where countless ventures emerge, particularly in disruptive technologies, nextgen software and Internet. "Live cases" draw on seasoned practitioners from all reaches of the venture community. Students encounter a highly charged learning environment focused on real companies, real players, and real situations in real time. Offered January winter term. Includes pre-trip sessions and pre-and post-trip assignments. Admission by competitive application. Program fees.

**Attribute/Distribution:** ND

**ENTP 320 (BIOS 320) The Business of Life Science 3 Credits**

An examination of business process in startup, early stage and developing bioscience companies. Technology assessment, business plan and proposal preparation, financial strategies, resource management, intellectual property, and legal as well as regulatory issues. Cannot be used to fulfill major requirements in BIOS.

**Prerequisites:** BIOS 121

**Attribute/Distribution:** NS

**ENTP 371 Independent Study in Entrepreneurship or Social Ventures 1-4 Credits**

Study and projects in entrepreneurship or social ventures; designed for the student who has a special interest in a subject not included in the regular course schedule or interested in pursuing a significant supervised project in entrepreneurship. Interested students should seek agreement from a willing faculty adviser prior to enrolling. Consent of minor director required. This course may count towards the ENTP minor only once.

**Repeat Status:** Course may be repeated.

**ENTP 372 Special Topics in Entrepreneurship or Social Ventures 1-4 Credits**

Special problems and issues in entrepreneurship or social ventures for which no regularly scheduled course exists. Coverage will vary according to the interests of the instructor and students. Consent of minor director required.

**Repeat Status:** Course may be repeated.

**ENTP 389 Honors Project 1-4 Credits**

Opportunity for Eckardt Scholars to pursue an extended project for senior honors. Transcript will identify department in which project was completed. Consent of department required.