

ENTREPRENEURSHIP & VENTURE MGT (EVM)

EVM 4040 Social Entrp in Global Mrkt (4 Credits)

This is a dynamic hybrid course with online readings, cases, quizzes, and blogs, as well as in-class experiential interactions with social enterprises in the community. The distance component of this course is guest speakers from other countries. Students will have the opportunity to network, interact, and work with local social enterprises. A value added component of this course is the coverage of global and cross-cultural concepts and issues critical for successfully running social enterprises in a global context.

EVM 4250 Global Entrepreneurship Interterm (2 Credits)

This course provides you with the opportunity to explore and discover what makes for an effective entrepreneurial ecosystem. You will travel to a foreign country and meet with key actors throughout the entrepreneurial ecosystem. Additionally, you will learn about and engage with the local culture, learning how religion, customs, and culture all influence global entrepreneurship.

EVM 4350 Big Challenges, Big Solutions: The Emerging Start-Up (4 Credits)

Students in the experiential course will start a firm in which they formulate an idea, gather basic data, formulate hypotheses, and then test these hypotheses with potential market participants. Students are likely to pivot several times in this course as the experimentation process helps them shape the emerging firm.

EVM 4351 Designing the Start-Up (4 Credits)

In this class, students will develop an executive summary that outlines the core business concept and the type of governance that will be needed, how the business will scale both in terms of product/service and customers. This executive summary will be used to fund the business and determine how the business will be funded—friends and family, credit cards, second mortgages, crowd funding, angel, or VC.

EVM 4355 Entrepreneurship: Ideation to Creation (2 Credits)

Entrepreneurship: Ideation to Creation is designed as a general introduction to the basic concepts of entrepreneurship as a business discipline, whether you are interested in starting a business, working for an entrepreneurial company, launching an entrepreneurial venture within an existing organization or working with startups as an investor or advisor. The course is a broad overview of early-stage entrepreneurial activities and issues, including identifying business opportunities, structuring and funding, early stage operations and exit strategies. The class will include exercises on developing a creative and innovative mindset and the basics of design thinking and business model development as one approach to entrepreneurial venture development.

EVM 4356 Entrepreneurship II: Ideation to Creation (1 Credit)

Entrepreneurship II builds on Entrepreneurship I, requiring students to use their knowledge of sustainable entrepreneurship and the application of basic business skills to create an innovative enterprise which incorporates renewable, reusable and sustainable approaches to business. This is the second of two classes, taken with at least one quarter separating EVM 4355 and EVM 4356.

EVM 4360 Entrepreneurship: Ideation to Creation (2 Credits)

Entrepreneurship is designed as a general introduction to sustainable entrepreneurship and the application of basic business skills to the creation of innovative enterprises which incorporate renewable, reusable and sustainable approaches to business. Sustainability is unleashing a new wave of innovative and disruptive forces to create new profitable business enterprises. In this course, we will explore the creation of new enterprises that embrace the triple-bottom line of profits, people and planet. Students are then required to use their knowledge of sustainable entrepreneurship and the application of basic business skills to create an innovative enterprise which incorporates renewable, reusable and sustainable approaches to business.

EVM 4400 The Innovation Amphitheater (1 Credit)

As a self-employed entrepreneur or as an employee who works for someone else, an innovative outlook and entrepreneurial mindset is key to solving the problems our companies and society face now, and in the future. Innovators are everywhere and can add value from any role or department within their company, for example: c-suite leaders, facilities staff, IT administrators, and human resource trainers. Innovators share common traits: they see emerging opportunities where others see hopeless problems, they solve problems with creative ideas, and they evaluate ideas for their merits and shortcomings. This course is designed to teach the tools, strategies, and mindset of an innovator to help students ideate, evaluate, and innovate quickly. Students will collaborate using proven strategies and techniques to solve problems in new and unique ways.

EVM 4402 Creating Your Digital Presence (1 Credit)

LinkedIn isn't enough. Your digital presence is a reflection of you, personally and professionally that expands to many social venues online. Your goal is to show customers, strategic partners and stakeholders who you are with a focus on authenticity and transparency. We'll cover content best practices and how your personal brand parallels your business's digital presence. This is a fun class and times goes very fast!

EVM 4403 Ethics in Entrepreneurship (1 Credit)

Creating a business for the sake of generating profit is not enough. Businesses must contribute to the betterment of society through social, environmental and financial gains. This course will help you build the right vision for your business by engaging you in ongoing reflection and dialogue about your ethical responsibilities in product and service innovation, and helping you understand cognitive, behavioral and principled approaches to ethical issues in product and service innovation.

EVM 4404 Primary Research (1 Credit)

To be successful in your business venture, you need to make data-driven decisions. Much of that data can come from internal operations or perhaps secondary sources. But, to truly be successful, you need to gather, analyze, and make decisions based on primary research. In this course, you'll learn the basic tenets of performing primary research activities including defining your business problem, developing research questions, identifying your market segment, building a primary research instrument(s), gathering data using a primary research instrument, analyzing the data, and making recommendations.

EVM 4407 The Perfect Pitch (1 Credit)

Essential to most new business ventures is the ability to raise capital, initially from friend/families, angel investors, and then from venture capitalists (VCs). The capital raising process usually starts with the "pitch", a presentation that is compelling, exciting, informative, and addresses what funds are required by the venture, how they will be used, and how the investor will financially benefit from their investment. Pitching is an important part of sales, which can be applied towards most aspects of life where major decisions are to be made, especially by a group or committee. It is the process of collecting your persuasive thoughts and the proper ability of presenting them, drawing your audience towards a conclusion, ideally one that you want to have happen. This course will help you learn how to pitch, and ultimately create a perfect pitch for your new business venture or other life goals. We will review the elements of both successful and unsuccessful historical pitch presentations, plus elements of ones that you create during the class.

EVM 4408 Accounting For Entrepreneurs (1 Credit)

Accounting is critical to the success of every business—large or small, private or public. Even governments and nonprofits need accounting. In fact, accounting is so important that it's often referred to as the "language of business." This course will introduce you to that language, the process that accountants use to create records of a business's operations and how that information is communicated to decision-makers, including you. An entrepreneur needs relevant, accurate and timely financial information in order to make the best decisions for their business, and you are the one person best suited to make this happen, especially early in the life of your business. Understanding this "language" will also help you become a better business partner to others, a better investor and a better consumer of business news.

EVM 4409 Financial Statement for Entrepreneurs (1 Credit)

The course is designed to help current and future entrepreneurs understand the essential role played by financial statements in measuring a company's performance and planning for its future. Students will key learn key concepts such as tracking/forecasting revenue, operating expenses and profitability. Students will become familiar with financial statements and their sections, learn relevant financial metrics/ratios and how they can be used to inform better decision making. It will then be shown that these same concepts can be used as building blocks in a forward looking financial model. Lastly, students learn to gauge the feasibility of purchasing the equipment needed to maintain and grow the business.

EVM 4413 Design Thinking (1 Credit)

Design Thinking is a creative problem solving process that builds your ability to first see and then solve human-centered opportunities. It starts with empathically looking at frustrations inside and around your organization, then moves through a variety of brainstorming sessions to build customer centric solutions. Design Thinking is a wonderful tool to help you monetize the human capital in your organization. Once we know the process, we will ask students to bring real challenges into the classroom where we will use Design Thinking to build potential new products, services and solutions.

EVM 4414 Market Discovery & Product Market Fit (1 Credit)

Market discovery is about identifying opportunities that you believe are worth exploring. Some markets have already been established; others have yet to be created. Is the product right for the market? Is the market right for the product you want to build? This course is for people who are eager to use their existing ideas or develop new ideas to improve an existing market or discover a new market. We will study the market discovery and product-market fit for companies such as Uber, AirBnB, Tesla, Snap and Slack. You will learn how to quickly identify and test product-fit for your target market.

EVM 4417 Branding & Messaging (1 Credit)

Branding is an essential element for any startup. Your brand is created by you and grows as your business grows. It's more than a logo, colors, and fonts contained in a style guide. It's the experience that you create for your customers. It's something your business should aspire to. Something memorable. And as you work through this course, you will get an understanding of what it takes to build the brand for your business.

EVM 4420 Cloud Technologies (1 Credit)

Welcome to the Cloud! What is the cloud, is it a thing, a concept, a nifty term? If you are starting a new business, thinking about starting a new business or improving the efficiencies in an existing business, you need to understand the available technologies and tools in the Cloud. Where do I host my website, how do I handle accounting, where is the email server, how do I track customers, how do I share information, what tools are available for customer support? These are just a few questions the Cloud will solve efficiently and cost effectively. The Cloud has dramatically changed the competitive landscape for startups by reducing the cost of starting a new business. The Cloud removes costly equipment, software and support expenditures; with the Cloud, you pay for what you use. This course will focus on identifying, analyzing, and implementing Cloud technologies to help run your business. Here are some of the topics we will explore and discuss: flexible costs, how and when to implement these tools, is your data safe, comparing similar services, improving collaboration.

EVM 4421 Intellectual Property Issues for Startup Businesses (1 Credit)

This Intellectual Properties sprint is about identifying, securing, and protecting your intangible, intellectual business assets in order to add monetary value to your business. The course teaches how to apply for trademarks, copyrights, and patents; how to identify what technology is patentable; and how to protect trade secrets. The course includes brand protection issues like domain disputes, DMCA take downs, Amazon counterfeit notifications, and social media infringement. Students will learn what makes a trademark protectable, what it means to have the "freedom to operate", ways that contracts can protect your intellectual property, and make sure you are not infringing on someone else's intellectual property as you start a business of your own. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4422 Startup Legal Issues (1 Credit)

Learning about law has a certain reputation for being dull, hard, confusing, boring, dated, stuffy, and so on. If you grasp the key concepts in this course, you'll realize nothing could be further from the truth. The moment you begin working on an idea that may turn into a business, you are entering a legal system that is fascinating, vibrant, controversial, and engaging, and more importantly something you must be prepared to engage with if you are to be successful. Unfortunately, our primary education provides us with precious few tools to understand and interact with a legal system that affects us whether we want it to or not. This course attempts to change that, with the primary goal being to provide students with a basic, yet comprehensive understanding of the US legal system, and the knowledge necessary to make informed and proactive business decisions. Startup Legal Issues is designed with three groups of people in mind: (1) those who have or intend to start a business, (2) those who want to work at early stage companies, and (3) those who are considering a career in law. The course is meant to be enjoyably challenging and push students to consider and reflect on assumptions they hold. Rest assured, however, that you will not be graded on your ability to grasp complex topics in a short amount of time, and instead will be rewarded for your willingness to engage with the material and display a humility and thoughtfulness appropriate for the subject.

EVM 4424 Visualizing & Presenting Data (1 Credit)

Throughout the last few decades, report development has moved from being a strictly an IT function with a long turnaround time, to company-wide function where the expectation is that anyone can create a report. To that end, it is important that everyone understands the fundamentals of what goes into making a "good report". This course will focus on giving you the tools to create purposeful reports by helping you understand Form, Fit and Function ... components of any good report design.

EVM 4425 Rapid Prototyping - 3D Printing and Laser Engraving (1 Credit)

The purpose of this course is to empower students to more effectively develop their creative and entrepreneurial capacities utilizing the tools of rapid prototyping. Students will identify appropriate rapid prototyping technologies to apply to unique situations. Curriculum over the course of the day progressively builds by presenting more challenging problems. At the conclusion of the course, students will be able to turn ideas into solutions that add value to a product, process, or service.

EVM 4428 Developing a WordPress Website (1 Credit)

What is WordPress, what is a CMS, what is Open Source...., a concept, a nifty term? If you are starting a new business, thinking about starting a new business you need to understand the available technologies and tools to build and manage a website. Where do I host the website, how do I create and update the website, what tools are available? These are just a few questions we will answer in the WordPress Grind. The WordPress Grind has been designed from a beginner's perspective. The goal is to provide a step-by-step tutorial for creating and publishing a WordPress website. The class will cover the conceptual framework of Open Source and Content Management Systems (CMS) and lead into the fundamentals and tools required to build and manage a WordPress website. At the conclusion of this grind, you will be able to develop, publish, and manage your own WordPress website.

EVM 4431 Emotionally Effective Leader (1 Credit)

Did you know emotional and social skills are four times more important than IQ when considering success and prestige in professional settings? Emotional Intelligence (EI) can be confusing. What does it mean? Is it fluffy stuff or something really tangible? Now more than ever, employers and clients are seeking leaders who display emotionally intelligent thinking, decision making and actions. How do you know if you meet those requirements? Up until recently, EI was a "gut assessment" of someone's ability to control their emotions or care about someone or something. Now, we have a valid and reliable way of understanding our emotional intelligence and that of others. We can even measure the EI of teams! It turns out EI is quite complex. Research has distinguished 12 components of EI including: self regard, self actualization, self awareness, emotional expression, assertiveness, independence, interpersonal relationships, empathy, social responsibility, problem solving, reality testing, impulse control, flexibility, stress tolerance and optimism. Want to know how you score in these areas? EI is a "talent" that, unlike IQ, can be learned and improved throughout one's life. In the Emotionally Effective Leader Grind, you will have the opportunity to assess your own EI through a valid and reliable EI talent assessment. Revealing your strengths and weaknesses, you will learn how to build your own EI and maximize the magnitude of your impact within the organizations or teams you lead.

EVM 4432 Getting to Know Your Customer (1 Credit)

Developing lasting relationships with customers requires time and energy up front. You need to get to know who your customers are and what they value before they will develop lasting relationships with your brand. This course on Getting to Know Your Customer will introduce students to tools and data sources that can help with segmenting and targeting and developing personas that represent different customer groups.

EVM 4433 The Sales Process for Entrepreneurs (1 Credit)

Sales is all about getting a person to make a purchase. Each business needs a unique step-by-step sales process that aligns with the buyer's journey. We will discuss the key aspects of the top, middle and bottom of a sales process: We will learn the key metrics and activities, both human and digital for sales teams in today's modern world. We will learn about lead generation, prospecting, lead nurturing, deal qualification, designing a sales process, sales pipeline, and forecasting, managing customer relationships, negotiating, converting leads to clients. As a self-employed entrepreneur or as an employee who works for someone else, an innovative outlook and entrepreneurial mindset is key to solving the problems our companies and society face now, and in the future. Innovators are everywhere and can add value from any role or department within their company, for example: c-suite leaders, facilities staff, IT administrators, and human resource trainers. Innovators share common traits: they see emerging opportunities where others see hopeless problems, they solve problems with creative ideas, and they evaluate ideas for their merits and shortcomings. This course is designed to teach the tools, strategies, and mindset of an innovator to help students ideate, evaluate, and innovate quickly. Students will collaborate using proven strategies and techniques to solve problems in new and unique ways. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class meeting. There is a project that is due two weeks after the in-person class meeting.

EVM 4435 How To Realistically Fund Your Business (1 Credit)

Essential to most new ventures is the ability to raise capital (“funding”), initially from angel investors and then from venture capitalists (VCs). The capital raising process usually starts with the “pitch”, a presentation that is compelling, exciting, informative, and addresses what funds are required by the venture, how they will be used, and how the investor will financially benefit from their investment. But not all new companies are the same and the ways to fund a new business, business idea or a good old-fashioned startup are many. In this class we will discuss the different funding sources from a check from a friend or family member to loans, credit cards, equity investment, crowd funding and more. This course will help you learn how to identify and determine the best source capital for your business. You will also learn how to present and speak about basic and intermediate funding sources. We will define & review the basic elements of business funding while also listening to the perspectives of several entrepreneurs (small & big) and even a Venture Capitalist. You will ultimately work in groups around a hypothetical business idea. Please feel free to use an existing idea (particularly if you were in my pitch class) or feel free to choose one from the list I have posted in Canvas. Throughout class you and your group members will have several working session moments to create and draft your capital plan for your business. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4436 High Performing Teams (1 Credit)

Success in any business venture is often predicated on the strength of collaboration in and between high performing teams. But teams also come with their own unique set of challenges that can often hinder group productivity and cause friction, such as interpersonal issues, ambiguous goals and objectives, and competing agendas. There are techniques that team and group leaders can use to alleviate those challenges in the current era of volatility, uncertainty, complexity, and ambiguity. The High Performing Teams class is for students who are eager to build their capacity to connect as leaders more effectively and learn to leverage psychological safety to create cultures of connection where risk-taking leads to team success. Together we'll explore how you can implement the latest trends in remote and hybrid team management in a post-COVID era as well as how to incorporate the principles of diversity, equity and inclusion (DEI) to improve team performance and cohesion. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4437 The Art of Branding: Design Tactics for Entrepreneurs (1 Credit)

Join us on a journey of crafting compelling brands through a practical approach to design and strategy. This course immerses students in the brand design process, analyzing both successful and unsuccessful brand campaigns to extract valuable insights. By refining their aesthetic sensibilities, students will become adept at creating captivating designs. Leveraging cutting-edge digital technologies, students will master the creation of a brand style guide. In the final project, students will showcase their skills by developing a captivating style guide for a new or existing business, strategically positioning it in the market. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4438 How to Identify, Evaluate & Beat Your Competition (1 Credit)

Every business has competitors, from large corporations, “main street” businesses, start-ups... they all compete for customers and market-share. Even The University of Denver competes for students. Leave The Competition Behind is for people who like to win and don't like to lose. In this class, you will study strategic frameworks and tools that you can use to identify, understand, and dissect your competitors, the levers that you can pull to beat them (like price, quality, service). We will identify and discuss front-line tactics you can use to outwork your competition. We will explore and discuss real life cases and personal stories from various industries to illustrate the key concepts used by professionals in competitive analysis and strategy. You will apply these concepts during the breakout sessions where we will take on the Media & Entertainment industry.

EVM 4439 Social Entrepreneurship (1 Credit)

Social entrepreneurship is simply applying entrepreneurship principles to societal challenges. This can be for-profit, non-profit, social business, or even not an official organization at all. The consistency across all these is the desire to make society better. Finding a problem that gives you purpose is a challenge in itself, as you cannot simply think about it. You need to create a life that allows you the freedom to find this purpose, and then successfully devote yourself to this purpose. In addition, if your goal is to make society better, you want to avoid the trap of working on one problem while actively contributing to others. So the ideal social entrepreneur creates an organization and life that offers a net improvement to society. This involves learning to “socially” manage others, environmental impact, finances, etc. The Social Entrepreneurship course is for people that are eager to improve the world. We will incorporate concepts from finance, management, psychology, and even neurobiology. You will learn how to find the problem you wish to work on, and how to be more successful in addressing that problem.

EVM 4440 How to Effectively Negotiate in Business (1 Credit)

Every day, and sometimes multiple times a day, we persuade and negotiate with people such as funders, classmates, friends, family members, potential employers, merchants, and coworkers. However, most of us know little about what it takes to be effective negotiators. This class teaches you proven methods to support your desire to reach principled agreements by broadening your basic negotiation skills. We will learn theory-driven negotiation skills, engage in simulated negotiations, and make concrete plans to conduct a future negotiation.

EVM 4441 How To Create A Business Startup Budget & Forecast (1 Credit)

For many people creating and evaluating business budgets and forecasts is intimidating. This applied course is designed to demystify the subject as students study, create, and evaluate budgets and forecasts. This course will provide students tools as they create an entrepreneurial budget and forecast. In addition, you will learn about metrics that entrepreneurs, investors, and banks use to evaluate these financial materials. Along the way we will consider budgets for different types of businesses, including B2B, B2C, products, subscriptions, and services. We will cover budget topics such as unit economics, breakeven, margin analysis, customer acquisition cost, and marketing efficiency plus forecast topics like burn rates, scaling, margin creep, and north star metrics. Plus, we will touch on the basics of valuation and how budget materials relate to valuation. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4442 Selling Online: Using Amazon as a Framework (1 Credit)

Amazon has become the de facto tool for selling Consumer Packaged Goods (CPG) online. If you're not selling your product on Amazon, chances are that someone else is already doing it for you. Unlike real estate, Amazon squatters may have (and, retain) first-mover advantages in selling products and securing organic listing authority. Anyone planning to sell products for themselves or for an employer needs to understand the Amazon landscape. Amazon has become a ubiquitous metaverse for commerce. Everything known tangibly in bricks-and-mortar retail has a virtual analogue expected to move faster and cheaper, all while subject to the scrutiny of customer reviews. The Amazon eco-system includes an army of gig workers and service providers such as lawyers and marketing professionals, subject to the same constraints. Whether you wish to become a third-party seller on Amazon or plan to work for a CPG company, understanding the power of Amazon (and, related tools) has universal application. We plan to cover the risks of entering Amazon, the criteria to evaluate successful products, protecting your brand, organic and pay-per click strategies, third-party tools, and the broad market for trading in Amazon businesses. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4443 The Marketing Mix: Converting Prospects Across the B2B and B2C Buyer's Journey (1 Credit)

How do people who have never heard of a product or company become loyal customers? Marketing leaders use a variety of tactics—from social media, digital advertising, content, customer service, reviews, emails, events, and more—to convert prospective customers to loyal ones. Converting prospects across the buyer's journey from awareness to consideration to purchase in a cost-effective manner is core to every B2B and B2C marketing campaign. During this Sprint we will learn the key elements of the marketing mix and the stages of the buyer's journey they apply to. We'll showcase common tactics and metrics used at each stage, and focus on the importance of using attribution data to improve the effectiveness of each conversion. We will also evaluate how marketing and sales leaders effectively partner across the buyer's journey, learn how the marketing mix can vary across B2B and B2C organizations, and showcase organizations that have developed highly effective marketing mixes. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4444 Using Sustainability to Drive Innovation (1 Credit)

Want to learn how to make a difference in the world using Sustainability? This course is designed to give you the entrepreneurial skills to incorporate sustainability into a company's products, services, and day to day operations. If you want to learn how to innovate and develop sustainability initiatives that make massive societal and environmental impacts while tackling current challenges like climate change, water scarcity, equity & inclusion, this course is for you. This course provides an essential overview of the challenges that our planet and society are facing and provides you the tools you'll need to ignite your sustainable business vision and bring it to reality. If you have a passion for making a positive impact in the world and an entrepreneurial idea for a new business or a product or business solution within an existing company, come join us! Students will walk away with a working knowledge of sustainability issues and the tools to build sustainable programs into new and existing business ventures that address both a societal and market need. At the end of this sprint course, students should feel empowered with the ability to incorporate sustainable thinking into whatever their future careers hold – whether that be an entrepreneurial venture, the development of a new product, or helping businesses drive business value through sustainability. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class. Cross listed with EVM 3444.

EVM 4446 Entrepreneurship in the Arts (1 Credit)

Whether you are a visual artist, musician, dancer, or other member of the arts community, entrepreneurial capabilities will be crucial for monetizing your artistic mission and interests. In this class, we will explore how to find gigs, successfully manage your arts-focused endeavors as a profitable business, negotiate compensation, and channel a range of experiences into career development. In addition to ensuring this foundational knowledge, we will go beyond entrepreneurial basics to help you develop the tools to support your artistic and entrepreneurial endeavors. We will bridge the gap between artistic and business training to provide an expanded perspective on arts entrepreneurship. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class. Cross listed with EVM 3446.

EVM 4448 Navigating the Gig Economy: Turn Your Passion into Profit (1 Credit)

Through the emerging gig economy, individuals have many opportunities not previously available to them. Many are turning hobbies, skills, and passions into income-generating side hustles, supplementing their regular income, achieving a flexible work-life balance, experiencing an easier financial transition into a new career, having extra time to obtain additional education, or growing a side hustle into a new business venture. Gig workers provide temporary, short-term services or products to consumers, and over the next five years, this economy is expected to grow from 35% to 50%. As the entire U.S. economy continues to rely less on employees and more on technology, the decline in traditional employment requires a shift in how individuals make money. Whatever your goals, let's turn what you are already good at into a profitable activity that brings additional flexibility and independence to your life. This sprint provides a thorough understanding of the gig economy, including the benefits, challenges, opportunities, and, ultimately, how one can succeed as a gig worker. At the end of this sprint, students will be ready to participate in the gig economy by learning how to leverage freelancing platforms, develop a gig economy pitch, manage finances as a freelancer, enhance marketability, and ultimately understand gig work. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class. Cross listed with EVM 3448.

EVM 4449 Entrepreneurship through Acquisition (1 Credit)

Have you wanted to be an entrepreneur but don't have an idea for a new company to start? This course is designed for aspiring entrepreneurs who don't have a business idea or a desire to start a company from scratch but are interested in running and growing a business. The course will allow students to study the process of entrepreneurship through acquisition of an existing operating business. The course is designed to provide students with knowledge and insight about alternative methods of pursuing entrepreneurship and whether a career path of entrepreneurship through acquisition is a good fit for them. This Sprint has asynchronous work that is available 2-weeks prior to the in-person class. The asynchronous work, up to 40% of the total work for the class, is required to be completed prior to the in-person class. There is a post class project that is due two weeks after the in-person class.

EVM 4700 Funding the Business (2,4 Credits)

This course will focus exclusively on financing the business, including crowdfunding, angel investments, and private equity, the documents needed for such funding and the valuation of the firm as a result of funding.

EVM 4704 Topics in EVM (1-8 Credits)**EVM 4710 Innovation/Creativity-Business (4 Credits)**

Cross listed with EVM 3710.

EVM 4980 Internship (1-5 Credits)**EVM 4991 Independent Study (1-10 Credits)**