Entrepreneurship (ENT)

Courses

ENT 2300 Successful Entrepreneurship (4 Credits)
This class explores innovation and entrepreneurship. It examines the characteristics, skills and mindset of entrepreneurs in an attempt to provoke discussion on success criteria. This class introduces many of the business basics so that potential entrepreneurs have a realistic understanding of what it takes to be successful. Students gain a solid understanding of what it takes to start and operate a profitable business. Course open to Colorado Women's College students only.

ENT 2350 Marketing Elements for Entrepreneurs (4 Credits)
A great idea for a new product or service does not turn into a successful business without prospective customers or without customers knowing about it. This course delves into the key marketing concepts, methods, and strategic issues relevant to entrepreneurs: what are the customers, what is the target market, how is the product or service positioned against the competition, and how to use technology to supplement “typical” marketing spend. Students will appreciate that there is no one typical or universal marketing solution applicable to all entrepreneurs, and that flexibility is a critical factor in driving marketing programs. Course open to Colorado Women's College students only.

ENT 2400 Financial and Legal Elements for Entrepreneurs (4 Credits)
Enterprising finance requires an understanding of finance, accounting and entrepreneurship. Successful entrepreneurs must develop a sound business plan and projections based on critical financial, market and operational assumptions. They must also use this plan as a basis for raising money and establishing the legality of the venture. This class covers these concepts while enabling students to begin to “test” the feasibility of their new business idea. Course open to Colorado Women's College students only.

ENT 2450 Business Planning Boot Camp (4 Credits)
This is a practical, intensive class that allows students to apply business planning concepts and best practices to an entrepreneurial idea. Students identify a business idea and produce a business plan for a new venture that includes components on industry and competitive analysis, target market and customer information, marketing and sales plans, management and operational considerations, effective uses of technology and financial projections. At the completion of the class, students present their idea and plan to a panel of entrepreneurs for feedback. Class includes guest lectures from local women entrepreneurs. Course open to Colorado Women's College students only.

ENT 2701 Topics in Entrepreneurial Studies (2-4 Credits)
This course introduces students to major topics in Entrepreneurial Studies that expand the parameters of the Entrepreneurial Studies program. Topics vary reflecting the interests and expertise of the faculty. The course is repeatable under different course topics. Course open to Colorado Women's College students only.

ENT 3700 Entrepreneurial Concepts and Applications (4 Credits)
This course offers students the opportunity to put into practice all prior entrepreneurial knowledge while developing a stronger understanding of business concepts. Working in a team, students learn how to thoroughly develop an idea for a business, understand the importance of developing an effective business plan and appreciate how to sell a product/service concept to potential investors. The course culminates with a team presentation of the business plan to a panel of Women's College faculty and business leaders. The intent of the panel is to provide students with quality feedback about their methodology, concepts and proposed plan. Course open to Colorado Women's College students only.

ENT 3991 Independent Study (1-10 Credits)
Course open to Colorado Women's College students only.

ENT 3992 Directed Study (1-10 Credits)
Course open to Colorado Women's College students only.