

INNOVATION AND ENTREPRENEURSHIP

The university-wide entrepreneurship minor at Daniels focuses on action, decision-making, experimentation, and hypothesis testing in the face of an uncertain future within a business context. Students who complete the entrepreneurship minor will understand how to shape the business, economic, political, and social context along with the creation of their products or services. To help students understand how to start successful businesses or to innovate within existing businesses, the entrepreneurship minor offers courses from several different perspectives such as financial, legal, marketing, and leadership.

entrepreneurship Minor

The minor in Entrepreneurship is available to all University of Denver undergraduate students. BUS 1000 Gateway to Business is prerequisite for all Entrepreneurship minor courses. Business students take this course as part of the Business Core, and only require an additional 20 hours in order to complete the minor.

Code	Title	Credits
Prerequisite Course ¹		
BUS 1000	Gateway to Business	4
Entrepreneurship Sequence		
Required courses		
EVM 3350	From Idea to First Dollar Sale	4
EVM 3380	Leadership, Management, and Execution	4
Electives		
Select 12 hours of elective courses:		
EVM 3351	Planning the New Venture	
EVM 3400	The Innovation Amphitheater	
EVM 3360	Business Law for Entrepreneurs: Legal Issues for Emerging Businesses	
EVM 3401	Project Management Using Trello and Asana	
EVM 3402	Creating Your Digital Presence	
EVM 3403	Ethics in Entrepreneurship	
EVM 3404	Primary Research	
EVM 3405	Crowdfunding	
EVM 3406	Gamification	
EVM 3407	The Perfect Pitch	
EVM 3408	Accounting Basics	
EVM 3409	Financial Statements	
EVM 3410	HTML and CSS	
EVM 3411	Sketch and InVision	
EVM 3412	UI/UX Design	
EVM 3414	Market Discovery and Product-Market Fit	
EVM 3415	A/B Testing	
EVM 3418	MVP Build and Validation	
EVM 3420	Cloud Technologies	
EVM 3700	Real Business Cases in Entrepreneurship	
EVM 3704	Topics in Innovation and Entrepreneurship	
EVM 3710	Innovation/Creativity-Business	
EVM 3991	Independent Study	
EVM 3992	Directed Study	
EVM 3370	Metrics & Financial Tools for an Emerging Business: Accounting and Finance for the Emerging Business	
LLC 2001	Creativity & Entrepreneurship I	
LLC 2002	Creativity & Entrepreneurship II	
LLC 2003	Creativity & Entrepreneurship III	
COMP 2821	Introductory Game Design	
ENME 3820	Topics Mechanical Engineering (Entrepreneurship through 3D Printing)	

Submit other elective requests to Stephen Haag, Faculty Director of Entrepreneurship

Total Credits

24

1: This course will not show up in the minor area for business students. Business students take this course as part of the Business Core, and only require 16 additional hours in order to complete the minor.

Courses

EVM 3350 From Idea to First Dollar Sale (4 Credits)

This course is based on actually starting a company, launching a product, creating a market, and learning how to embrace failure and manage uncertainty. As hands-on course, student teams will actually create and run their own startups. All types of businesses are welcome: retail, services, technology, hospitality, etc. Class discussion, presentations, and guest speakers will explore the principles of planning, testing, measuring, analyzing, and rapidly iterating. Startups require significant effort, commitment and passion. This class is no different. Prerequisites: BUS 1000.

EVM 3351 Planning the New Venture (4 Credits)

In this course, students will encounter the conceptualization, development, documentation, and presentation of the business plan for an innovative new business initiative. Students will submit their plan to a panel of experienced professionals and receive critical feedback. Cross listed with EVM 4351. Prerequisite: EVM 3350.

EVM 3360 Business Law for Entrepreneurs: Legal Issues for Emerging Businesses (4 Credits)

This course will highlight the legal and business issues entrepreneurs face as they conceive and launch a new venture. Using real world scenarios, we will explore issues throughout the new venture lifecycle from pre-formation, organization and financing to intellectual property, employment issues, regulatory environment, and exits. The course is designed for students who want to start, join, or invest in a start-up or new business during their career. The goal is to develop an understanding of legal concepts necessary for decision making around the multitude of issues that entrepreneurs and would-be entrepreneurs face including an understanding of how the law can help and possibly hinder new enterprise creation. Prerequisites: BUS 1000.

EVM 3370 Metrics & Financial Tools for an Emerging Business: Accounting and Finance for the Emerging Business (4 Credits)

Students are taught to link physical activity occurring in the business venture to the movement of numbers on financial statements. They draft 3 years of flexible profit and loss, cash flow, and balance sheet statements; Year 1 is monthly, Year 2 is quarterly, and Year 3 is one annual period. Students learn how to visualize the activity, metrics, and assumptions needed to support the customer experience they intend to build and how these numbers flow through their financial statements including: Generating revenue leads; Convert leads to sales; Producing the product/service; Delivering the product/service; Converting customers into repeat business; Set-up and maintain Quick Books. Cash impact of corporate governance costs (indirect) are included, such as risk management (insurance), employee benefits and compensation, facilities, technology, legal and capital expenditures, etc., understanding the tax implication of setting up different governance devices and understanding recapitalization and its implications. Students learn to identify activity metrics to drive cash basis break-even for daily, monthly, and annual periods. They will also learn how to create a Use of Funds Statement linked to their proforma'd financial statements. Students will learn different types of financing and under which circumstances these types are used-credit cards, factor loans on inventory, bank loans- including small business administration loans, angel funding, and venture capital funding. Exit strategies like M&A and IPO will also be covered. Prerequisites: BUS 1000.

EVM 3380 Leadership, Management, and Execution (4 Credits)

The final course in the entrepreneurship minor is a project based course designed to cultivate, coordinate, and integrate The University of Denver's diverse resources for the development and application of more creative entrepreneurial behavior and achievement. It builds on the overlap of three clusters of programs: business, engineering, and music. After having completed the other four courses in the minor, the final course offers an opportunity for students to form multidisciplinary entrepreneurship project teams (E-Teams) for transforming products or projects into practical realities, and to interact with alumni and community entrepreneurs. In this course, each E-Team project group develops a comprehensive business or operational plan for its entrepreneurial venture based on projects from engineering, music, and approved business school projects. Students are required to write and defend their business plan for a panel of potential investors. This course incorporates wisdom, insight, and experiences for successful entrepreneurs and explains the benefits and risks involved in the proposed entrepreneurship ventures. Students in the course will be based in the college where the project originates. However, student teams, regardless of where they are based, will be required to meet with an advisor in Daniels College of Business three times during the quarter to get counsel on their business plan project. In addition, students will be required to attend speaker series comprised of three outside entrepreneurship speakers. Finally, the course culminates with presentations to successful entrepreneurs who will judge the merits of the business. Prerequisites: EVM 3350.

EVM 3400 The Innovation Amphitheater (1 Credit)

Want to start your own business and invent your own future but haven't landed on a great product/service idea? Already have a business and want to expand into new spaces and offerings? This course is for people who answered yes to either of those questions. The Innovation Amphitheater takes you through 16 proven strategies and techniques to help you innovate into new spaces and find opportunities. You'll explore such strategies as cross-overs, combos, slivercasting, inside-out, old school and retro, and many more.

EVM 3401 Project Management Using Trello and Asana (1 Credit)

Learn the basic fundamentals of project management, focused specifically on high-performing teams while starting and running an early-stage business. Explore how to implement proven project management concepts and techniques using popular tools like Trello and Asana. 1 credit hour. Prerequisite: EVM 3350.

EVM 3402 Creating Your Digital Presence (1 Credit)

Creating awareness of your new business venture is one of the most important tasks in the early stages of building your business. Creating awareness by driving traffic through and to your digital presence is essential. To help you as you embark on an entrepreneurial effort, this course focuses on building an integrated digital presence with a website, Facebook Business Page, Twitter account, Pinterest account, and an Instagram account. Prerequisite: EVM 3350.

EVM 3403 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 1) engaging you in ongoing reflection and dialogue about your ethical responsibilities in product and service innovation, and 2) helping you understand cognitive, behavioral, and principled approaches to ethical issues in product and service innovation. Prerequisite: EVM 3350.

EVM 3404 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 data from your external market. In this course, you'll learn the basic tenets of performing primary research activities including defining your market segment, building a primary research instrument, gathering data using a primary research instrument, analyzing the data, and making recommendations. Prerequisite: EVM 3350.

EVM 3405 Crowdfunding (1 Credit)

Funding a business startup is perhaps one of the biggest stumbling blocks of all new ventures. Angels and VCs aren't yet interested in you because you have no or limited sales, traction, and stickiness. And generating activity is difficult because you have no money for building your product, and therefore have nothing to sell. Fortunately, you can raise startup funds in the form of pre-sales through various crowdfunding platforms such as Kickstarter and Indiegogo. This course takes you through the process of getting a campaign up and going on those platforms so you can generate early-stage funds so desperately needed for your new business venture. Prerequisite: EVM 3350.

EVM 3406 Gamification (1 Credit)

Gamification is the application of game principles, elements, and techniques to non-game contexts. Gamification includes such things as badges, virtual currency, trophies, progress bars, leaderboards, leveling up, etc. Gamification is particularly useful for customer retention, product stickiness, and in general "making un-fun things fun to do." Gamification is widely used in health and fitness, education, personal budgeting, surveys, and the like. In this course, we'll start with the theory behind gamification and then move quickly into gamification strategies and techniques, focusing on their appropriate application within specific contexts and how you can use gamification in your new business venture. Prerequisite EVM 3350.

EVM 3407 The Perfect Pitch (1 Credit)

Essential to most new business ventures is the ability to raise capital, most notably from angel investors and venture capitalists (VCs). Raising capital starts with the "pitch," a presentation that is exciting, informative, realistic, and addresses what funds are needed, how they will be used, and how the investor will financially benefit from providing the funds. This course will help you learn how to create the perfect pitch for your new business venture. We will review both successful and unsuccessful pitch presentations. As well, several angel investors and VCs will be present in multiple class sessions to discuss how they evaluate pitches. Prerequisite EVM 3350.

EVM 3408 Accounting Basics (1 Credit)

Accounting is an activity in any business that measures, processes, and communicates financial information and transactions. This vitally important activity will help you track your expenses, recognize your revenue, and in general keep an accurate and detailed view of the financial strength of your business. In this class, you'll learn how to process operating expense transactions (e.g., advertising and payroll expenses) and revenue transactions (both actual sales and sales on credit). You'll also learn how to appropriately handle the depreciation of long-term assets like vehicles and buildings. Finally, you'll learn how all of these transactions enable you to build a balance sheet for your new business venture. Prerequisite EVM 3350.

EVM 3409 Financial Statements (1 Credit)

Of the four major financial statements, the most important to a new business venture are the balance sheet, the income statement, and the statement of cash flows. Knowing how to build and interpret these are critical to your success during not only the early stages of spinning up your business but throughout the lifetime of your business. In this class, based on a wide variety of financial transactions, you will learn how to build and interpret an income statement and a statement of cash flows. (It is assumed that you already know how to build and interpret a balance sheet.) You'll also learn how to build a proforma income statement and statement of cash flows, based on the financial projections of your new business venture. Prerequisite: EVM 3350, EVM 3408.

EVM 3410 HTML and CSS (1 Credit)

SquareSpace, Weebly, or any number of other tools can help you create basic websites without writing a single line of code. But, if you want to build the next big startup, the first languages you'll need to learn are HTML and CSS. In this course, you'll learn the foundations of HTML and CSS and why they exist. You'll then learn best practices for building on the web. You'll then be responsible for building 3 websites with HTML and CSS: A landing page for your business, a personal portfolio site, and a site of your choosing. Prerequisite: EVM 3350.

EVM 3411 Sketch and InVision (1 Credit)

Building a business and a product is no longer restricted to people who can code or construct. Modern design tools have enabled any aspiring founder to present a vision in real pixels, earning customers and credibility that puts their company ahead of the competition. The new standard of digital prototyping revolves around Sketch and InVision, two simple, yet highly effective, tools that anyone can learn. With a comprehension of the basic features of these tools, anyone can deliver the same quality of digital products as Google, Apple, and Uber. Prerequisite: EVM 3350.

EVM 3412 UI/UX Design (1 Credit)

In highly competitive markets, the differentiator for products is no longer just technology or customer service, but a fluid and intuitive product that is easy to use. User Interface (UI) and User Experience (UX) design are the backbone of a good product and convince customers and investors to buy-in to your product or business before it even exists. Good UI and UX are rooted in empathy for a customer and fluency in modern design methodology. In this course, you'll learn about these modern design methodologies in such a way that you can build an exceptional digital product. Prerequisite: EVM 3350.

EVM 3414 Market Discovery and 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. Prerequisite: EVM 3350.

EVM 3415 A/B Testing (1 Credit)

When you first launch your new venture business, you may think you know exactly what customers want and how they will react to various features and services, but you don't. It's as simple as that. You can do all the planning, designing, and interviewing that you want, but you'll never truly know what your customers want and how they will react until you put something in front of them. A/B testing is a methodology for creating a controlled live experiment, giving two groups of users different experiences, features, touch points, pricing strategies, and so on to determine what they like and how they will best react to your offering. In this course, you'll learn both the art and science of A/B testing. Prerequisite: EVM 3350.

EVM 3418 MVP Build and Validation (1 Credit)

Deciding what to build, how to build it and who to build it for is THE basis for every business concept. This applies not only to startups, but also existing companies that want to expand their enterprise. When building a new product, service or venture, it's important to create a buyable product efficiently with usually limited resources. In short, you don't want to build products your customers don't want and you want to find that out as soon as possible. This course will help students understand the concept of MVP (Minimum Viable Product) by taking their own team-created concept from idea to inception. Concepts covered will include business-hypothesis-driven experimentation, iterative product releases, and validated learning. The process will include team formation, ideation, collection of information to learn and translating the data into action through market testing. The big project is an MVP you present. Prerequisite: EVM 3350.

EVM 3420 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 is safe, comparing similar services, improving collaboration. Prerequisite: EVM 350.

EVM 3700 Real Business Cases in Entrepreneurship (4 Credits)

The Real Business course is designed to provide students with an opportunity to examine entrepreneurial business challenges through case studies, guest speaker, discussions and field experience. In addition to standard entrepreneurial start-ups, the course will cover international start-ups, gender issues relating to start-ups as well as fostering an entrepreneurial spirit in large organizations. Throughout the course, entrepreneurship will be examined from the perspective of business challenge as well as career choice. Prerequisites: EVM 3351 and degree checkpoint 2.

EVM 3704 Topics in Innovation and Entrepreneurship (1-4 Credits)

This course is custom designed to address topics that are currently in demand, such as social entrepreneurship, financing the startup after the Wall Street greed bust, finding angel investors and venture capitalists in Colorado, preparing for a pitch to investors, moving beyond startup stage, and others. Prerequisites: LGST 2000 and degree checkpoint 2.

EVM 3710 Innovation/Creativity-Business (4 Credits)

This course is about identifying and creating customer needs, looking for innovative ways to address these needs, and pursuing those approaches that appear to have real profit potential. There are exercises to address and stimulate creativity, discussion of organizations that are considered to be creative businesses, and critical evaluation of the hurdles they face and the techniques they use. The course also includes innovative approaches to organizational effectiveness. Cross listed with EVM 4710. Prerequisites: LGST 2000 and degree checkpoint 2.

EVM 3991 Independent Study (1-10 Credits)

Student devises and completes a special learning project under faculty supervision. Topic and outline must be approved by supervising instructor and department. Prerequisite: EVM 3351.

EVM 3992 Directed Study (1-4 Credits)