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 Requirements

24 credits, including:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 1000</td>
<td>Gateway to Business</td>
<td>4</td>
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<tr>
<td>EVM 3350</td>
<td>Creating New Markets: The Messy Start-Up</td>
<td>4</td>
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<tr>
<td>EVM 3360</td>
<td>Business Law for Entrepreneurs: Legal Issues for Emerging Businesses</td>
<td>4</td>
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<tr>
<td>EVM 3380</td>
<td>Leadership, Management, and Execution: Final Project (BP)</td>
<td>4</td>
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<tr>
<td>Elective</td>
<td>Select 4 credits from the following or other approved courses in consultation with your advisor:</td>
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<tr>
<td>LLC 2003</td>
<td>Creativity &amp; Entrepreneurship III</td>
<td></td>
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<tr>
<td>COMP 2821</td>
<td>Introductory Game Design</td>
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<tr>
<td>ENME 3820</td>
<td>Topics Mechanical Engineering</td>
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Total Credits: 24

BSBA and BSAC students complete BUS 1000 as part of the business core.

Courses

EVM 3350 Creating New Markets: The Messy Start-Up (4 Credits)
Designed for the advanced DU student who is interested in becoming an entrepreneur, this course is based upon actually starting a company, launching a product, creating a market, and learning how to embrace failure and manage uncertainty. In this 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. Reading materials will include a wide range of books, cases, blogs, and aggregators. Startups require significant effort, commitment and passion. This class is no different: this is the real thing! Prerequisites: LGST 2000 and degree checkpoint 2.

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: Final Project (BP) (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: BUS 1000.

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)