ENTR - Entrepreneurship

ENTR 5000 Entrepreneurship Process, Methods and Innovation (3)
In this course students will gain insight into how entrepreneurs start businesses or become self-employed and investigate the unique innovation mindset that often accompanies a successful venture. Through engaging lectures and hands-on projects, students will explore their start-up ideas. Students will also discover how entrepreneurship processes and methods function and use them to develop their new venture feasibility plans.

ENTR 5200 Corporate Entrepreneurship (3)
Thinking and behaving as entrepreneurs within corporations is essential for any successful career. This course portrays techniques on how to think and act like entrepreneurs. Entrepreneurial behaviors within corporations that offer incentives to employees to promote entrepreneurial thinking are examined. Attendees will develop a workflow understanding of how entrepreneurs think and act by conducting corporate situational analyses. The entrepreneurial mindset is explained and students will develop a corporate entrepreneurial action plan.

ENTR 5220 Arts Entrepreneurship (3)
An arts entrepreneur can be defined as an individual who develops his/her passion for the arts into an entrepreneurial or self-employment opportunity. This course builds on the imaginative mindset utilized by artists and creative thinkers to operationalize their passions. Knowledge, skill sets and abilities to effectively negotiate the common space that bridges business and the creative arts are developed. This course also provides a framework for students inventing a pathway for practicing their artistic passions as arts entrepreneurs.

ENTR 6000 Walker Business Plan Competition (3)
This course is designed as a capstone experience for graduate entrepreneurship students. Utilizing online platforms, students across US campuses and overseas will compete in a business plan competition. Winners will be awarded monetary and in-kind help. Students will prepare actionable business plans that can meet underwriting standards of Local, National and International Venture Capital firms. We will also prepare students to benefit from crowd funding opportunities. Students will master the art of the pitch and be required to enter The Webster University Business Plan Competition to be judged by a panel of experts.
Prerequisites: This is the capstone course for the graduate certificates in entrepreneurship. Students must complete ENTR 5000 and FINC 5860. In addition, depending on which certificate students are enrolled in, they must complete one of the following courses: ENTR 5200 or NPLR 5210 or ENTR 5220. Students can also seek consent of the instructor or the department.