ENTREPRENEURSHIP (ENTP)

ENTP 301. Entrepreneurial Strategy. 3 Units.
This course is designed to show students how to identify potential business opportunities, determine what constitutes a good business model, and to strategically implement a business proposal. Topics of focus include an overview of the entrepreneurial process, determinants of venture success in high tech and other business environments, and strategies for industry entry and venture growth. Prereq: At least Sophomore standing.

ENTP 302. Creativity in Design & Business: Sources of Perception, Imagination, & Creative Thinking. 3 Units.
The goal of this course is to develop skills and techniques for creative problem solving. The course is for anyone interested in design, the development of new products and services, and strategies for change in organizations and society. It is useful wherever we face challenging situations that require imagination, new ideas, and innovative approaches in a rapidly changing world. At its core, creativity is an issue of perception. Learning to change one's perception from what is known, comfortable, and familiar to what is unknown and potentially valuable and rewarding is the challenge of this course. We will explore a wide variety of methods, techniques, and tools for encouraging new perceptions. There will be useful readings, but also exercises and projects for individuals and teams to develop new strategies of creative thinking. Offered as DESN 302 and ENTP 302.

ENTP 308. Business Model Design and Innovation. 3 Units.
This course takes the perspective of entrepreneurs or business unit managers. The three basic questions that all entrepreneurs and entrepreneurs must answer is where to play, how to win and what to do. You have identified a group of customers for your product or service (where to play). Your first challenge is to know what features (Customer Attributes) your target customer will pay for. Innovative business models focus on a set of customer attributes that are usually very different from other industry incumbents that we call Focal Attributes. Your second challenge is to clearly state your profit logic -- how you will make money -- how to win. The concept called Profit Objectives (similar but not the same as KPI and/or SMART objectives) allow you to operationalize the profit logic through specific and measurable deliverables. Your third challenge is building the value chain that can deliver these focal attributes (what to do). At this point, you have a good understanding of all the elements of your business model and in particular, how the focal attributes and the value chain align with the profit objectives. You will learn how to illustrate this alignment through a mapping process. Offered as DESN 308 and ENTP 308. Prereq: Junior standing or higher.

ENTP 428. Entrepreneurship and Innovation. 3 Units.
In all companies, new and old, large and small, innovation and entrepreneurship are important ways economic value is created. Whether a person wants to found their own company or work in an existing one, and whether one wants to run a business or simply work in one, it is difficult to go through one’s career without needing to engage in innovation or entrepreneurship. The purpose of this course is to equip students to think about how to manage innovation and entrepreneurship. The course will provide frameworks and tools for understanding four important dimensions of innovation and entrepreneurship: (1) Identifying and evaluating opportunities for the new products, processes, ways of organizing, materials, and markets; (2) assessing the needs of customers for new products and services and developing products and services that fulfill those needs; (3) creating strategies to financially benefit from investing in innovation and entrepreneurship; and (4) designing groups and organizations to be innovative and entrepreneurial.

ENTP 501. Special Problems and Topics. 1 - 18 Units.