

ENTREPRENEURSHIP (ENTP)

ENTP 5939 - Internship/Cooperative Education. (3 Credits)

Supervised experiences involving the application of concepts and skills in an employment situation. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Satisfactory/Unsatisfactory

Restriction: Graduate level students.

ENTP 6020 - Business Model Development & Planning (3 Credits)

This course familiarizes students with the key steps for preparing an effective business plan for a new (or existing) business venture. Utilizing strategies based on research, students learn how to create an effective pitch, a superb slide deck, and a cutting-edge business plan. Real-world feedback from seasoned entrepreneurs is synergistically interwoven with coursework, and THE CLIMB | Jake Jabs Business Plan Competition events are used to further enhance the quality of one's business concept. Several past students have won prizes at THE CLIMB and launched successful businesses from concepts developed in the course. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Spring.

ENTP 6022 - Digital Disruption (3 Credits)

Jointly taught by one of Colorado's great entrepreneurs and an experienced professor, this CEO profiles course explores how digital innovations are disrupting traditional business practices. Students will participate in a team project where they identify an industry positioned for disruption, and then develop a relevant digital strategy. Students can also expect to learn from some of Colorado's greatest digital and tech business leaders as key speakers. Restriction: Restricted to Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Fall.

ENTP 6023 - Disruption in Private Equity and Real Estate (3 Credits)

This 'profiles' class combines the elements of two important investment pathways for the entrepreneur, namely Private Equity and Real Estate investing. Both these topic areas have experienced digital disruption in recent years and the course provides students with exposure to contemporary topics in both these fields. Restriction: Restricted to Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6028 - Global Study Topics (3 Credits)

This course is reserved for CU Denver faculty-led study abroad experiences. The course topic will vary based on the location and course content. Students register through the Office of Global Education. Cross-listed with ENTP 4028, INTB 4028, and INTB 6028. Repeatable. Max hours: 6 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 6.

Additional Information: Global Education Study Abroad.

Typically Offered: Spring, Summer.

ENTP 6110 - Innovation in Fintech (3 Credits)

Fintech describes products and opportunities that accrue when vast synergies between finance and technology can be effectively operationalized. It is rapidly changing the way we think about money and finance and it profoundly impacts banks, global financial markets, transaction speed and government regulations. The global fintech market is predicted to reach around \$250 billion by 2027. Categories include peer-to-peer lending, digital wealth management, insurance, consumer finance, real estate, blockchain, automation, and payment systems. Max hours: 3 Credits.

Grading Basis: Letter Grade

ENTP 6120 - Disruption in Private Equity (1.5 Credits)

Private Equity firms now need to contend with digital transformation as a 'new dimension' not only in terms of value creation, but also in terms of its being an imminent threat to legacy business models and industries. This course discusses sources and techniques of venture capital, including recent disruptions in the field. Additional topics covered include the critical elements in the search for financing, techniques for analyzing value, and tax considerations. Note: This 1.5-credit, 8-week course is comprised of the first half of a 3-credit, 16-week course: Disruption in Private Equity and Real Estate (ENTP 6023). Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Typically Offered: Spring.

ENTP 6130 - Disruption in Real Estate (1.5 Credits)

Real Estate has historically been an entrepreneurial industry that has created great wealth for many. It also has the advantage of market entry on a small scale which can be grown with the entrepreneur's success. Key topics such as commercial real estate, brokerage, property management, institutional investing, residential development, investment vehicles, and market disrupters such as Zillow and Redfin will be covered. Note: This 1.5-credit, 8-week course is comprised of the second half of a 3-credit, 16-week course: Disruption in Private Equity and Real Estate (ENTP 6023). Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Typically Offered: Spring.

ENTP 6200 - Mission Driven Entrepreneurship (3 Credits)

The course is designed to teach students to rethink the common market driven approach to innovation, with a mission driven focus. In this course, students will learn that impact innovation exists in the public, private and non-profit sectors. Completing this course will dispel the idea that purpose driven innovation only exists in the non-profit realm. Restriction: Graduate level students. Typically Offered: Fall. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Fall.

ENTP 6420 - Ethics: Formula for Success (3 Credits)

Students will learn how to spot and address red flags that foster unethical behavior in both publicly-traded and privately-held businesses. Governance and stakeholder management techniques that incentivize ethical behavior will be highlighted using examples of companies that are financially successful by "doing the right thing." Principle-based ethics are emphasized, namely, integrity, trust, accountability, transparency, fairness, respect, viability, and compliance with the rule of law. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6620 - New Venture Operations and Project Management (3 Credits)

Many viable businesses have failed due to cash flow problems, poor management, and poor execution. Utilizing both academic fundamentals and practical knowledge imparted by an experienced instructor, this course provides the project management knowledge and skills needed to build strong operation plans. Restriction: Restricted to graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to graduate students

Typically Offered: Fall.

ENTP 6800 - Special Topics in Entrepreneurship (3 Credits)

A variety of topics in entrepreneurship are offered. Consult the current 'schedule Planner' for semester offerings. Restriction: Graduate level students. Repeatable. Max hours: 15 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 15.

Restriction: Graduate level students.

ENTP 6801 - Healthcare Innovation and Entrepreneurship (3 Credits)

This hybrid course is intended for STEM and business majors who are interested in digital health entrepreneurship. After completing this course, students should be able to: understand and apply the principles and practice of digital health entrepreneurship, work in project teams to pursue a digital health opportunity and validate underlying business model canvas hypotheses, present their findings and decide whether and how to proceed. Restriction: Restricted to Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Fall.

ENTP 6802 - Regulatory Environment of Life Science Innovation (3 Credits)

This course is designed to familiarize engineering, business, law and life science students with the fundamentals of life science technology commercialization including drugs, devices, diagnostics, and healthcare IT and platform applications. Restriction: Restricted to graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Spring.

ENTP 6807 - Personal Branding (3 Credits)

This course is designed to show students how to create successful personal brand strategies for professional and personal development in both entrepreneurial and intrapreneurial environments. The course work will demonstrate the imperative link between marketing and personal branding through case studies, projects, guest speakers and reading materials. Students will also leave the course knowing how to develop and implement a personal branding plan. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Summer.

ENTP 6822 - Legal and Ethical Issues of Entrepreneurship (3 Credits)

This course addresses the legal issues most frequently encountered by entrepreneurs and others involved in startups and small, closely held or family businesses. The focus is on how to avoid legal problems and how best to cope when they arise. Topics include choice of business form, legal aspects of raising capital, taxation, intellectual property law, employment law, product liability, e-commerce and the problems of managing lawyers and litigation. Note: Cannot receive credit for both BUSN 6540 and this course. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6824 - Entrepreneurial Financial Management (3 Credits)

This course provides a foundation for the financial management of an entrepreneurial business. Topics covered include differentiation from traditional corporate financial management assumptions, financial aspects of setting up a business, and how to create, evaluate, forecast, and analyze future financial statements. Students will examine theoretical and practical valuation techniques, considerations for buying versus starting a business and franchising. The course also discusses different choices for financing a new business, venture capital, angel financing, crowd funding, private equity and security laws, harvesting alternatives, and financial distress turnaround considerations. Cannot receive credit for both FNCE 6460 and this course. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6826 - International Entrepreneurship (3 Credits)

This course focuses on the intersection of international business and entrepreneurship. Topics addressed include international entrepreneurship theory and practice (opportunity identification, processes and route to market). This course also highlights new topics in international entrepreneurship such as digital globalization and new technologies driving international entrepreneurship (blockchain and the global supply chain). Leading practitioners and entrepreneurs will be facilitating these modules. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6834 - Lean Marketing (3 Credits)

This course teaches students how to create successful marketing strategies in entrepreneurial environments where resources are often limited and negative outcomes can be unforgiving. The course work will demonstrate the imperative link between the fundamental marketing principles and entrepreneurial lean marketing guiding principles through real-life case studies, project, videos, podcasts and reading materials. Students will leave this course understanding how to develop an effective and pragmatic marketing plan for an entrepreneurial venture. Restriction: Restricted to Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

Typically Offered: Spring.

ENTP 6836 - High Impact Sales for Entrepreneurs (3 Credits)

Selling one's own concept to prospective customers and investors is very different from selling products in a corporate environment. In this course, you will learn how to shift your mindset to an "ownership" stance, so as to effectively persuade clients, venture capitalists and angels, and other entrepreneurs to invest in your vision, your concept, and your authentic brand. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Fall.

ENTP 6838 - Data Analysis in Innovation and Entrepreneurship (3 Credits)

Entrepreneurial activity based on sound data analytics greatly reduces the probability of new concept failure and increases the odds of continued venture success. This quantitative analytics course covers various aspects of data collection, assimilation, and analysis. Topics covered include questionnaire design, measurement, advanced multivariate analysis, and interpretive report writing. Both primary and secondary approaches, including making sense of big data, are covered. Max hours: 3 Credits.

Grading Basis: Letter Grade

Typically Offered: Spring.

ENTP 6840 - Independent Study: ENTP (3 Credits)

Restriction: Graduate level students. Repeatable. Max Hours: 9 Credits.

Grading Basis: Letter Grade

Repeatable. Max Credits: 9.

Restriction: Graduate level students.

ENTP 6842 - New Concept Development (3 Credits)

This course provides insights and tools that will help students assess the viability of new business concepts (a.k.a. those in the very early stages of development). Unlike the "business plan" course where students create an actual plan, this course will help students determine if a new business concept is truly worthy of a business plan. The main objective of the course focuses on understanding problems and solutions from the potential market's perspective. The value of the problem-solution approach is that it quickly gets to the reason why people buy things: to solve perceived problems. Along the way students will employ various experiential and theoretical learning aids to investigate a series of relevant topics such as product markets, new business concepts and entrepreneurial risk-taking. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6848 - Leadership in New Ventures (3 Credits)

This course provides students with an overview of key leadership principles for creating strategy and managing teams in a startup environment. It introduces leadership concepts critical to gaining true organizational commitment and focuses on case studies relevant to common business issues. By exploring what entrepreneurial leaders actually do and how visionary leadership is required to develop an organization, students will learn how to execute these concepts through measurable goals and objectives. Restriction: Graduate level students. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Graduate level students.

ENTP 6860 - Innovation in Financial Technology and Blockchain (3 Credits)

The class has four focus areas. The first covers the fields in which fintech is operating, such as financial education, blockchain and crypto currency, retail banking and investment. The second examines examples of fintech, including trading apps, peer-to-peer lending and robo-advisors. The third analyzes the four types of users. The fourth is about fintech innovations in machine learning and AI. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restrictions: Restricted to non-degree majors and graduate majors within UC Denver.

Typically Offered: Fall.