ENTREPRENEURSHIP (ENTP)

ENTP 5939 - Internship/Cooperative Education. (3 Credits)
Supervised experiences involving the application of concepts and skills in
an employment situation. Max hours: 3 Credits.
Grading Basis: Pass/Fail Only

ENTP 6020 - Business Model Development & Planning (3 Credits)
Jointly taught by a successful Colorado entrepreneur and an experienced
professor, this course familiarizes students with the key steps for
preparing a business plan for a new (or existing) business venture.
This course provides real-world feedback and advice and integrates
coursework with THE CLIMB | Jake Jabs Business Plan Competition
events 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. Max hours: 3 Credits.
Grading Basis: Letter Grade

ENTP 6022 - Digital Strategy for Entrepreneurs (3 Credits)
This course focuses on how digital innovations are disrupting traditional
business practices. Students will participate in a team project where they
identify an industry prepared for disruption, and then develop a relevant
digital strategy. Students can also expect industry leaders from some of
Colorado’s greatest digital and tech companies as guest speakers. Max
hours: 3 Credits.
Grading Basis: Letter Grade

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. Max hours: 3 Credits.
Grading Basis: Letter Grade

ENTP 6030 - Entrepreneurship in Emerging Industries (3 Credits)
How entrepreneurs in emerging industries raise capital, find talent,
attract customers, manage regulatory uncertainty, and respond to
opposition. Focus on blockchain tech, renewable energy, fracking, and
sharing economy, we will discuss the challenges and opportunities facing
entrepreneurs pioneering new/controversial products and practices. We
will also examine how these lessons generalize to innovation in other
industries. Max hours: 3 Credits.
Grading Basis: Letter Grade

ENTP 6100 - Digital Advertising for Entrepreneurs (1.5 Credits)
This course explores current trend in digital advertising that affect the
industry today, especially small businesses. All of these concepts are
critical to an entrepreneur who is attempting to launch a business. We
will explore advertising in social media advertising, display advertising
and affiliate marketing for entrepreneurs. Max hours: 1.5 Credits.
Grading Basis: Letter Grade

ENTP 6110 - Innovation in Fintech (1.5 Credits)
The class has four focus areas. The first covers the fields in which
fintech is operating, such as financial education, 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: 1.5 Credits.
Grading Basis: Letter Grade

ENTP 6200 - 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. Max hours:
3 Credits.
Grading Basis: Letter Grade

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. This course presents students with an
operations model for developing internal and external plans when starting
new ventures. 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. Max hours: 3 Credits.
Grading Basis: Letter Grade
Typically Offered: Fall.

ENTP 6644 - Impactful Social Innovation (3 Credits)
Innovations in social organizations are unique and warrant equally
unique startup strategies for success. This course takes students
through various stages of the social enterprise development process,
from building competitive business models to attracting investors to
operationalizing the business concept successfully while simultaneously
doing social good. Max hours: 3 Credits.
Grading Basis: Letter Grade
Typically Offered: Spring.

ENTP 6800 - Special Topics in Entrepreneurship (3 Credits)
A variety of topics in entrepreneurship are offered. Consult the current
’schedule Planner’ for semester offerings. Repeatable. Max Hours: 15
Credits.
Grading Basis: Letter Grade
Repeatable. Max Credits: 15.

ENTP 6801 - Building Biotechnology (3 Credits)
This course teaches students the fundamentals of life science
technology in entrepreneurship. Serving as an introduction to
bioinnovation and entrepreneurship, topics covered include tech
transfers, accounting and finance basics, opportunity assessments, legal
and regulatory environments, clinical trials, project management best
practices, ethics and societal issues, and team building. Cross-listed with
IDPT 6301. Max hours: 3 Credits.
Grading Basis: Letter Grade
Typically Offered: Spring.

ENTP 6802 - Regulatory Environment of Life Science Innovation (3
Credits)
This course is designed to familiarize graduate-level 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. Cross-listed
with IDPT 7302. Max hours: 3 Credits.
Grading Basis: Letter Grade
Typically Offered: Fall.
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. Max hours: 3 Credits.
Grading Basis: Letter Grade
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. Max hours: 3 Credits.
Grading Basis: Letter Grade

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. Max hours: 3 Credits.
Grading Basis: Letter Grade

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. Max hours: 3 Credits.
Grading Basis: Letter Grade

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. Student will leave this course understanding how to develop an effective and pragmatic marketing plan for an entrepreneurial venture. Max hours: 3 Credits.
Grading Basis: Letter Grade

ENTP 6840 - Independent Study: ENTP (3 Credits)
Repeatable. Max Hours: 9 Credits.
Grading Basis: Letter Grade
Repeatable. Max Credits: 9.