

# ENTREPRENEURSHIP/SMALL BUS. (ENTR)

## ENTR 2010 Managing the Smaller Business 3 cr

Small firms dominated the Canadian economic scene and contribute to the nations' economic welfare in a major way but pose different managerial issues and problems for their owner/managers than larger organizations. This course will focus specifically on how to effectively manage and grow the smaller firm. Students may not hold credit for both ENTR 2010 and ENTR 3100. This course is not open to students in the Asper School of Business. This course is not for students who will pursue a major in Entrepreneurship/Small Business. U1 students may take this course.

**Mutually Exclusive:** ENTR 3100

**Attributes:** Recommended Intro Courses

## ENTR 2020 Starting a New Business 3 cr

This is a course for students who may wish to start a business of their own at some time or assess their potential for such an option. It will cover a broad range of topics, including social, environmental and ethical issues in business, to increase your understanding of what it takes to succeed in an entrepreneurial career. May not be held with ENTR 2030. This course is not open to students in the Asper School of Business. This course is not for students who will pursue a major in Entrepreneurship and Innovation.

**Mutually Exclusive:** ENTR 2030

**Attributes:** Recommended Intro Courses

## ENTR 2030 Introduction to Entrepreneurship: Business and Social Perspectives 3 cr

Examines entrepreneurship via a social, environmental, ethical, and economic sustainability perspective. Provides proven methods of entrepreneurial thinking to help students explore the relationship between society's need for economic development and costs to and benefits for the environment or other stakeholders, including rural and Indigenous communities. May not be held with ENTR 2020.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisite: GMGT 1010 (D) or GMGT 1011 (D).

**Mutually Exclusive:** ENTR 2020

## ENTR 3060 Creativity and Entrepreneurial Thinking 3 cr

This course looks at how individuals and organizations can use creativity, design thinking and entrepreneurial thinking to identify and choose opportunities that enable innovation and value creation. Students are introduced and exposed to creativity and entrepreneurial thinking tools, processes, and attitudes, as well as ethical considerations. Creative problem solving and design thinking skills are developed and enhanced through a range of real-world activities.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisites: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses.

## ENTR 3070 Innovation Management 3 cr

This course will focus on the tools, techniques and concepts necessary to the design, development, and management of innovation processes. Ethical implications of innovation will also be discussed. Emphasis is on organizational and technological innovation to facilitate the development of new products or processes or to implement change in existing products or processes. The course materials cut across functional boundaries, with a focus on the managerial skills and capabilities needed for effective practice.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisites: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses.

## ENTR 3100 Small Business Management 3 cr

An appreciation of the primary issues that should be considered in starting and managing a small business within the Canadian context. Students may not hold credit with ENTR 2010.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisites: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses.

**Mutually Exclusive:** ENTR 2010

## ENTR 3102 Technological Entrepreneurship 3 cr

An overview of the inter-relationship between technology and entrepreneurship. An appreciation of the role of technical entrepreneurship in the economy, how a technology strategy is developed, implemented and defended as well as the societal implications of technological entrepreneurship. May not be held with the former GMGT 3050.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisites: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses.

**Equiv To:** GMGT 3050

## ENTR 3104 Selected Topics in Small Business/Entrepreneurship 3 cr

A study of selected areas of recent development related to small business/entrepreneurship. Topics may include innovation and creativity, venture financing, opportunity identification and recognition, franchising and entry strategies of new business, social entrepreneurship, international entrepreneurship and entrepreneurial histories (e.g. IDEA recipients).

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisites: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses.

## ENTR 3106 Family Business Management 3 cr

An examination of the unique challenges inherent in the management of a family business. Topics include founder relinquishment, the need for succession planning and firm regeneration, the core actors and their issues, ownership structure and estate planning.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisite: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses.

## ENTR 4100 New Venture Analysis 3 cr

A project oriented course focusing on the identification and evaluation of viable new venture concepts and their associated risks, problems, and opportunities. May not be held with ENTR 4511. Students are strongly encouraged to take FIN 3240 prior to ENTR 4100.

**PR/CR: A minimum grade of C is required unless otherwise indicated.**

Prerequisites: ENTR 2020 (D) or ENTR 2030 (D) and a minimum of 42 credit hours of university level courses."

**Mutually Exclusive:** ENTR 4511