ENTREPRENEURSHIP - ENT

**ENT 101 Experiential Entrepreneurship: Creativity, Innovation, Opportunity, and Idea Generation** 3 Credits
Provides a broad introduction to entrepreneurship and prepares students for developing a mindset for thinking creatively, using innovation, recognizing opportunities and generating entrepreneurial ideas. Other topics include strategic and tactical planning and entrepreneurial activities of an actual business enterprise. Students will participate in the "Business Idea Elevator Pitch Competition." Open to business and non-business majors including students from the College of Arts and Sciences and the School of Education and Human Services.
Fulfills College Core: Oral Communication
Offered: every spring.

**ENT 102 Student Startup Accelerator** 1 Credit
Student must already have a business idea. This course requires approval from the instructor, the program director, or department administrative associate.

**ENT 201 Entrepreneurial Mind-Set and Foundations** 3 Credits
Provides an understanding of the entrepreneurial process from both conceptual and applied perspectives. Topics include creativity, innovation, the characteristics of entrepreneurs, common issues encountered by entrepreneurs, entrepreneurial marketing, entrepreneurial finance, and organizational strategies for new business enterprises. Students will engage in entrepreneurial projects. Open to business and non-business majors.
Offered: every fall.

**ENT 311 Entrepreneurship and Family Business** 3 Credits
Provides students with an understanding of key concepts related to and challenges faced by family businesses. Students will learn about ways to foster healthy family businesses through the use of innovative tools and via hands-on learning. The course will explore how the dynamics of a family unit can both help and hinder the success of a business organization. Issues such as mentoring, succession planning and family creeds and councils, and the special problems of family businesses and other closely-held corporations will be explored. Attention will also be devoted to family business planning, effective governance approaches in family businesses, preparing heirs for hands-on learning. The course will explore how the dynamics of a family unit can both help and hinder the success of a business organization. Issues such as mentoring, succession planning and family creeds and councils, and the special problems of family businesses and other closely-held corporations will be explored. Attention will also be devoted to family business planning, effective governance approaches in family businesses, preparing heirs for hands-on learning.
Prerequisite: ENT 110 or MGT 101, or by permission of the instructor.
Restriction: junior or senior standing.
Offered: every fall.

**ENT 314 Social Entrepreneurship and Sustainability** 3 Credits
This practitioner-oriented course focuses on innovative, values-driven organizations which have explicit civic missions or social purposes and which are most typically associated with the not-for-profit sector of the economy. The chief aims of the course are to help students understand and appreciate the role of the nonprofit sector in creating societal wealth in the economy, to engage participants in institutional efforts to create a good society through exposure to the work of these organizations, and to have students consider a variety of forms of involvement available to aspiring entrepreneurs in preparing for leadership roles in their communities.
Prerequisite: ENT 201 or MGT 101, or by permission of the instructor.
Restriction: junior or senior standing.
Offered: every spring.

**ENT 316 Entrepreneurship - ENT**

**ENT 400 Entrepreneurial Mind-Set and Foundations** 3 Credits
Offers an understanding of the entrepreneurial process from both conceptual and applied perspectives. Topics include creativity, innovation, the characteristics of entrepreneurs, common issues encountered by entrepreneurs, environmental marketing, entrepreneurial finance, and organizational strategies for new business enterprises. Students will engage in entrepreneurial projects. Open to business and non-business majors.
Offered: every spring.

**ENT 401 Small Business Management and Entrepreneurship** 3 Credits
Focuses on the most common problems encountered by owners, managers, and entrepreneurs in organizing and operating small enterprises. Topics include creativity, innovation; entrepreneurial strategy; pursuing new venture opportunities; the new venture business plan; creative small business marketing; innovative small business management; financial management in the entrepreneurial firms; and legal requirements. Students will obtain entrepreneurial experience through working with entrepreneurs and small business enterprises.
Prerequisite: either ENT 201 or MGT 101, ACC 201, & MKT 201.
Entrepreneurship majors must complete ENT 201. Restriction: junior standing or higher.
Offered: every spring.

**ENT 402 Building a Business: From Idea to Venture Creation** 3 Credits
Capstone course required of all entrepreneurship majors at the end of the program. Students develop an original idea for a new venture and write a comprehensive business plan for that venture. An integration of the theory and practice of entrepreneurship. The course focuses on identifying opportunities for a new venture and the process of starting and growing a new business. The business plan will apply key principles and concepts to real world situations. Students must participate the New York State Business Plan Competition and other required activities to complete this course to get a final grade during the following spring semester. Please note that this class counts as an Entrepreneurship Major Capstone class, but does NOT count toward the Canisius Core Curriculum.
Prerequisite: ENT 401 or MGT 101, ACC 201 and MKT 201. Restriction: junior or senior standing.
Offered: every fall.

**ENT 414 Franchising and Entrepreneurship** 3 Credits
Analytical approach to understanding the basic forms of franchising, legal agreements and requirements in franchising businesses. Explores how to foster a new generation of independent business owners and reasons for buying a franchise.
Prerequisite: MGT 101. Restriction: junior standing.
Offered: occasionally.

**ENT 496 Internship in Entrepreneurship** 1-3 Credits
Non-routine job experiences that link specific entrepreneurship topics and academic concepts with practical experience. Requires supervision by faculty and student demonstration of academic value through papers and reports. Internships require an application and approval by the associate dean.
Prerequisite: student must complete a WSB Internship Application and obtain permission of a faculty supervisor, department chair, & the associate dean.
Offered: fall, spring, & summer.
ENT 499 Entrepreneurship Independent Study  
1-4 Credits
Limited availability and only available by application and approval by the associate dean.

**Prerequisite:** student must complete a WSB Independent Study Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

**Offered:** occasionally.