# ENT - ENTREPRENEURSHIP (ENT)

**ENT 2003 New Venture Creation (3-1-3)**
Examines the broad range of challenges faced in creating a new business venture. It covers also issues related to new product, service introduction and new market creation. Identify sources of funding, structure and strategy of the venture are reviewed to develop a business plan.

**ENT 2103 Business Negotiations (3-1-3)**
Focuses on the principles and practices in business negotiations. Topics covered include negotiating concepts, strategies, situational applications, and practice in applied techniques. Negotiation in sales, customer relations, global nuances in negotiation situations, employee management, and career development are explored.
**Prerequisites:** MGT 1003

**ENT 3023 Small Business Management (3-1-3)**
Focuses on the management of small independently owned and operated businesses. It emphasises analysing new business opportunities which include planning and managing contemporary small businesses. In-depth understanding is achieved through field experiments in small businesses.

**ENT 3033 Social Entrepreneurship (3-1-3)**
Social entrepreneurship is an emerging and developing field of business and academic study that explores the entrepreneurial practices of solving complex social and environmental challenges by identifying, starting and growing successful mission-driven for-profit and not-for-profit ventures. This course introduces both socially relevant theoretical background and practices of social entrepreneurship to better equip students by exploring in-depth insights into profit generation and social impact creation across a number of areas including inequality, health, education, energy & sustainability.
**Prerequisites:** ENT 2003

**ENT 3103 Leadership for Entrepreneurs (3-1-3)**
Examines leadership theory and research with an emphasis on the development of leadership and interpersonal skills to be an effective leader in a variety of settings.
**Prerequisites:** MGT 2103

**ENT 3113 Entrepreneurial Marketing (3-1-3)**
Focuses on entrepreneurial marketing and sales. It covers concept validation, developing a sales strategy, and value proposition and the business model. In addition, it covers the process of entrepreneurial marketing of products and services by examining concepts such as the marketing mix, consumerism, and market segmentation
**Prerequisites:** MRK 1103

**ENT 4003 Collaborative and Affordable Design for Entrepreneurs (3-1-3)**
Examines the use of focused innovative design for the provision of affordable products and services. Covers cultural aspects in design, as well as ethnographic issues as determinants of design appropriateness and affordability. The course also deals with cross-functional and collaborative entrepreneurship, and looks at how these may be used to help ensure stakeholder engagement, and the viability of entrepreneurial ventures
**Prerequisites:** MGT 3103

**ENT 4013 New Venture Growth Strategies (3-1-3)**
Focusses on the strategic aspects of growing fledgling ventures, as well as the prime strategic issues encountered by new business start-ups. The course looks at contemporary strategic frameworks and techniques for managing venture growth in a controlled and sustainable manner, in competitive business environments. A variety of venture growth case studies, scenarios and simulation exercises are utilised throughout the course to help teach key concepts and techniques.
**Prerequisites:** ENT 3023
**Corequisites:** MGT 3103

**ENT 4033 Raising Funds (3-1-3)**
Focuses on the various methods that may be used by companies to raise funds in order to transform their business ideas into functioning businesses, or for scaling up companies that already exist. The course looks at the role of venture capitalists, angel investors, accelerators and incubators in fund raising schemes. Strategies for effective fund-raising, as well as the structured business planning that underpins fund-raising are examined. New approaches such as crowdfunding and the use of social media to raise funds are discussed.
**Prerequisites:** FIN 2003, ENT 2003

**ENT 4103 Managing Innovation (3-1-3)**
Examines how competent management of innovation may be used as a source of competitive advantage by organisations. Provides structured frameworks for assessing and enhancing levels of corporate innovation, and examines idea generation, conversion and diffusion phases of innovative processes. Organisational learning and culture, and their role in sustaining innovation, is discussed.
**Prerequisites:** ENT 4013

**ENT 4113 Commercialisation of Innovation (3-1-3)**
Focuses on the end-products of innovative processes and the related activities that may be commercialised for societal gain and financial profit. Discusses sustainable and competitively advantageous strategies that may be adopted to grow revenues from innovative activities. In addition it looks at methods for improving market share and enhancing brand image for products and services emanating from innovation.
**Prerequisites:** ENT 4003

**ENT 4133 Managing Intrapreneurship and Organisational Change (3-1-3)**
Presents intrapreneurship as a business activity that may be used to provide differentiation and sustained competitive advantage. Covers the key attributes of intrapreneurship, and how organisational culture and structures may be developed to support this. The course looks at organisational change characteristics, linking these to intrapreneurship activities within the business. Structured frameworks and techniques are presented for characterising and effectively managing organisational change.
**Prerequisites:** MGT 2103

**ENT 4203 Innovation and Entrepreneurial Research Project (3-1-3)**
Demonstrating mastery of the program learning outcomes, this capstone course requires the application of in-depth knowledge and research skills gained across the Innovation and Entrepreneurial Program to be evidenced in the industry-based project and report. The purpose is to integrate previously taught stand-alone courses in order to identify opportunities for the application and critical review of theory and practice in a business environment. In addition, this project is to be informed and supported where possible by industry in order to provide a high level of authentic learning.