

EP: Entrepreneurship

EP 311 — Introduction to Entrepreneurship

3 credits; 3 lecture hours

This course introduces students to entrepreneurship and its applicability to the creative arts. It examines some of the legends of the industry and identifies the characteristics necessary for achieving success as an entrepreneur. It reviews today's creative arts and business landscape and introduces students to the significance of entrepreneurship and its opportunistic position at the cutting edge of this industry.

EP 321 — The Business Plan

3 credits; 3 lecture hours

In this project-based course, students prepare and present a professional business plan, which then provides the foundation for their own business plans in semester 8. In this process, students acquire the knowledge, skills, and entrepreneurial mindset conducive to business success.

Prerequisite(s): EP 311.

EP 331 — Finance and Accounting for the Non-Financial Manager

3 credits; 3 lecture hours

The course introduces the non-financial student to the basics of finance and accounting, with an emphasis on understanding cash flow, income statements, balance sheets, and financial ratios. The importance of these elements in supporting the business plan and in understanding the financial ramifications of their decisions is highlighted.

Prerequisite(s): EP 311.

EP 441 — Converting Innovation into Value

3 credits; 3 lecture hours

Students learn to source and develop new venture and growth strategies for future businesses. The course introduces value propositions, value supply chain structures, revenue models, and growth strategies. Students examine business model development with a major focus on converting an idea from innovation into value.

Prerequisite(s): EP 311.

EP 451 — The Entrepreneurship Incubator

4 credits; 4 lecture hours

A capstone course for the Entrepreneurship Program, this course synthesizes the knowledge, skills, and experiences learned throughout the program. Students create an entrepreneurial business model for their potential business ideas, with the aim of targeting investors and marketing partners. At the end of the semester, students present their business proposals and plans to industry professionals who evaluate and critique them.

Prerequisite(s): EP 311.

EP 452 — Entrepreneurship Practicum

3 credits; 2 lecture and 2 lab hours

This is the capstone course for the Entrepreneurship program. Using the tools of entrepreneurs and innovators, participants apply the skills developed throughout the program. They demonstrate their capacity to identify needs, analyze industry dynamics, target market opportunities, refine solutions, access channels, create business models, and pitch to industry professionals.

Prerequisite(s): EP 311 and EP 441.