Lehigh University Undergraduate Courses in Entrepreneurship & Social Ventures

ENTP 101–Introduction to Entrepreneurship (3)
Introduction to the nature of entrepreneurship & the entrepreneurial mindset. Emphasis on identifying opportunities, generating creative ideas, & the process of scaling up sustainable organizations. Alternative concepts of entrepreneurship & social entrepreneurship; personal attributes of entrepreneurs; steps in new venture creation; intro to entrepreneurial finance & marketing; new venture planning for emerging & existing enterprises. Case studies, hands-on experiential teams, & exposure though speakers to successful entrepreneurs & to Lehigh & community resources for entrepreneurs. Prerequisite: ECO 1 (may be taken simultaneously) or permission of minor director. (ND)

ENTP 040/COMM 040–Entrepreneurial Communications for Creative Industries (3). Explores the evolving culture of social media & related communication strategies & analysis. In depth discussion of tools, technique & tone; digital identity, content, voice & audience; & of managing social media blended with traditional platforms. Practical applications & best practices for multiple methods. Covers all leading social media platforms, crowdsourcing, crowdfunding, guerrilla marketing & emerging platforms. Case discussions with external profit, nonprofit & government practitioners. Students design, execute & evaluate a communication campaign strategy. (SS)

ENTP 123–Art Entrepreneurship Community (3)
Focus on art as an economic driver in community building. Topics: understanding community art districts; entrepreneurial contributions to venues & networks; new arts venture creation; management approaches inherent in the entrepreneurial mindset. Activities: positioning of arts events; determining target audiences; marketing; arts based business models & resource needs; development of preliminary action plans to execute arts related events. Note: “arts” activities here broadly conceived, including visual, performing, technical & literary arts. Previous ENTP101 encouraged but not required. (ND)

ENTP 198–Leadership & the Entrepreneurial Mindset (3)
Explores issues & develops skills in leading entrepreneurial organizations, in both profit & non-profit contexts. Examines characteristics of the entrepreneurial mindset & leadership styles in different types of ventures & stages of growth. Focuses on founders’ challenges such as who to found with, selecting the team, leading others, managing change & failure, emotional intelligence, & issues of control & governance. Includes self-assessment of leadership & entrepreneurial skills & strengths, motivation, risk profile, ethical decision making, life/work balance, & definitions of success. (ND)

ENTP 201–Entrepreneurship & Enterprise (3)
Investigates skills & steps for entrepreneurial success: mindset; opportunity scanning; informal networking; finding resources; managing risk; marketing plans; investors; debt & venture capital; horizontal management; developing a leadership team & creative culture; technology cycles; structuring; managing change; ethics; exit strategies. Case studies & projects. Guest entrepreneurs. Prerequisite: ENTP 101 or permission of minor director. (ND)

ENTP 232/WGSS 232–Gender Issues in Entrepreneurship (4)
Explores role of women entrepreneurs in society & economic development; the impact of women’s entrepreneurship in different economic & cultural contexts; research on why women still represent a minority of entrepreneurs; gender differences in patterns of entrepreneurship; & related policy challenges. Also addresses pragmatic & personal life choices facing women entrepreneurs, including identifying key characteristics of entrepreneurial opportunities & mapping those against values, skills, ethics & definitions of success; & developing plans for professional & personal development. Prerequisites: previous course in ENTP or Women’s Studies. (SS)

ENTP 250/TE 250–Introduction to Systematic Creativity Techniques (3)
Systematic creativity methods including anthropological research, painstoming, bisociation, the Kano model, trimmimg technique, DeBono’s Six Hats technique, biomimicry, lateral benchmarking, Blue Ocean Strategy, & the art of tinkering, along with other innovation methods. This course includes hands-on labs, individual & team projects, & the creation of a creativity portfolio. Open to students in any college & major. (ND)

ENTP 304/CSB 304/TE 304–Software Ventures (3)
A holistic view, from the perspective of a functional leader, of developing a successful software venture in an interdisciplinary & experiential environment. Students develop a software-oriented idea concurrent with modules on best practices, case studies, & subject-matter experts. Includes business model fundamentals, customer discovery, translating requirements to a minimum viable product, agile development, user acquisition, & traction. Prior programming experience preferred, but not required. Open to any major. Prerequisite: ENGR 010 or CSE 002 or BIS 111 or permission of instructor. (ND)

ENTP 306/MGT 306–Decision Making in Small Business & Non-profit Enterprise (3). Formulation of strategies, policies & decisions unique to family owned businesses, nonprofit organizations, startup ventures & organizations experiencing rapid growth. Lectures & case studies. Prerequisites: Fin 125; Mkt 111. (ND)

ENTP 307/IR 307/SDEV 307–International Social Entrepreneurship (4)
International social entrepreneurship aims to change the world through innovation in solving social problems, i.e. the nexus between social entrepreneurship & development practice, especially relating to NGOs. Emphasis on acquiring tools & conceptual frameworks to launch a new social venture through real hands-on field work & team-oriented learning by doing. Exposure to best practices in development project field methods, to how to affect meaningful social change in poor countries, to generate & evaluate innovative ideas for poverty reduction, to develop those ideas into concrete on-the-ground start-up plans, & to take initial steps to implement them. Recommended, but not required: previous experience with development or entrepreneurship, e.g., ENTP 101, IR 322, Eco 303 or CEE 205. (SS)

ENTP 308–Creating & Sustaining a Non-Profit (3)
Non-profit organizations can be effective institutional agents of change, if you know what you are doing. This class will make sure you do. Students learn the nuts & bolts of creating & sustaining a non-
profit, including recruiting & managing a board of directors, fundraising, marketing, program planning & evaluation. Also explores the ethics, values & drive necessary to effectively lead a non-profit. (SS)

ENTP 309/POLS 309– Nonprofit Administration (4)
Key questions in nonprofit sector research, policy, & management factors that make the nonprofit sector distinct. Scope & character of nonprofit activity in the U.S. & abroad. Current debates in nonprofit policy & critical challenges facing management. (SS)

ENTP 310/POLS 310– Social Entrepreneurship: How to Change the World (4)
The marketplace does not always have to be harsh. Social entrepreneurship uses market-based approaches to address needs & solve problems in our society. Students in this seminar-style course will learn how to identify community problems, convince the community that it is a problem worth solving, design the response, & implement it. Hands-on projects. Prerequisite: Eco 1 & at least junior standing, or permission of the minor director. (SS)

ENTP 311– The Garage: Launching Entrepreneurial Ventures I (3)
Students work in cross-disciplinary teams with faculty advisors & alumni mentors on marketing, financial planning, & economic & technical feasibility of entrepreneurial product- or service-based new ventures, commercial or non-profit. Students may elect to work either on their own entrepreneurial projects, on projects related to Lehigh University intellectual property, or on ideas brought in by outside entrepreneurs. Oral presentations, written new venture plans & discussions with guest speakers are integral parts of the course. Prerequisite: ENTP 101 or permission of the minor director. (ND)

ENTP 312– The Garage: Launching Entrepreneurial Ventures II (3)
Continuation of ENTP 311. Pursues in detail critical steps & activities necessary when entrepreneurs seriously pursue launching new ventures. Prerequisite: ENTP 311 or permission of minor director. (ND)

ENTP 314/MGT 314– Small Business Consulting (3)
Field studies course providing management assistance to small businesses in the Lehigh Valley. Students work in small groups under faculty supervision on a direct basis with owners. Problem solving & experience applying marketing, accounting, finance, and/or management concepts to business. Prerequisites: junior standing in CBE. (ND)

ENTP 315– Lehigh Silicon Valley (3)
Immersion study-abroad-like program about the creation of venture capital-backed companies. Offered in the hub of entrepreneurship, Silicon Valley, where countless ventures emerge, particularly in disruptive technologies, nextgen software & Internet. “Live cases” draw on seasoned practitioners from all reaches of the venture community. Students encounter a highly charged learning environment focused on real companies, real players, & real situations in real time. Offered January winter term. Includes pre-trip sessions & pre- post-trip assignments. Admission by competitive application. Fees. (ND)

ENTP 320/BIOS 320– The Business of Life Science (3)
Examines business process in startup, early stage & developing biotechnology firms. Technology assessment, business plan & proposal preparation, financial strategies, resource management, intellectual property, & legal & regulatory issues. Cannot fulfill BIOS major requirements. Prerequisite: BIOS 120 or instructor consent. (ND)

ENTP 371 Independent Study in Entrepreneurship or Social Ventures (1-4)
Study & projects in entrepreneurship or social ventures; designed for the student who has a special interest in a subject not included in the regular course schedule or in pursuing a significant supervised project in entrepreneurship. Interested students should seek agreement from a willing faculty adviser prior to enrolling. Consent of minor director required. Repeatable, but may count towards ENTP minor only once.

Other Undergraduate Entrepreneurship & Innovation Related Courses

IPRE 301–Case Studies in Real Estate Value Creation (3)
Investigates ways entrepreneurs create value through development or redevelopment of real estate. Issues: establishing a real property’s best use; entrepreneurial thought process; zoning, planning & land use regulations & effects; environmental impacts; role of government in stimulating (or destimulating) real estate development; overcoming barriers; negotiation; alternative strategies in the development process. Uses case method. Combines lectures, presentations by entrepreneurs, & site visits to (re)developed properties as well as properties in planning phase. Prerequisite: instructor permission. (ND)

TE 211– Capstone Design Projects I (3)
Students work in cross disciplinary teams on conceptual design projects with realistic constraints including marketing, financial & economic planning, & economic & technical feasibility including industrial, business & engineering standards for new products. Teams typically work on projects from industry or entrepreneurial start-ups. Oral presentations & written reports. Prerequisite: junior standing. (ND)

TE 212 (2) Extends industry-based projects from TE 211 into detailed design, fabrication & prototype testing. Prerequisite: TE 211. (ND)

CSB 312 – Design of Integrated Business Applications I (3)
Industry-based business information systems design project. Information systems design methodology, user needs analysis, project feasibility analysis of design alternatives, & integrated product development methodology. Formal oral & written presentations to clients. Prerequisites: junior standing & CSB311 & CSE241. (ND)

CSB 313 (3) Extends the industry-based projects initiated in CSB 312 into implementation phase. Prerequisite: senior standing & CSB 312.

IBE 50 – Integrated Business & Engineering Freshman Workshop (3)
Introduction to how business & engineering activities create value with a focus on innovation, design & the business value chain. Students develop skills in such areas as competitive strategy, marketing mix, financial modeling, organization of the supply chain, computer modeling, developing technical specs, prototyping & testing. (ND)

IBE 380– Integrated Business & Engineering Capstone Project I (3)
IBE students work in cross-disciplinary teams of 5 to 6 business & engineering majors with a faculty mentor on the marketing, financial & economic planning, & technical & economic feasibility of actual new product concepts initiated by the course’s corporate sponsors. These sponsors are incubator start-up firms to ensure that the projects have both business & engineering elements. Written reports & oral presentations to sponsors & invited venture capitalists. (ND)

IBE 385 (3) Continues project from IBE 380 into detailed design, including fabrication & testing of working prototypes.