

ENTREPRENEURSHIP (ENT)

Overview

Interdisciplinary Minor

The Wake Forest Center for Entrepreneurship offers an interdisciplinary minor in entrepreneurship. Through a modern evidence-based entrepreneurship curriculum, emphasis on deliberate practice, and strong teaching and mentorship, the Center seeks to ignite passion for entrepreneurial action, to develop entrepreneurial self-efficacy, and to cultivate a growth mindset for entrepreneurship. The entrepreneurship minor can be coupled with any liberal arts major and gives students valuable skills for their future careers, including risk and uncertainty management, interpersonal and networking management, innovation and product development, and opportunity recognition.

Contact Information

Center for Entrepreneurship (<http://entrepreneurship.wfu.edu/>)
Reynolda Hall 230
Phone 336-758-3153

Programs

Minor

- Entrepreneurship, Minor (<https://bulletin.wfu.edu/courses-instruction/entrepreneurship/minor-entrepreneurship/>)

Courses

ENT 105. The Entrepreneurial Experience: From Mindset to Entrepreneurial Identity. (1 h)

An exploration and analysis of the entrepreneurial lifecycle from ideation, concept development, launching and building a company, and eventually exiting, with specific focus on developing an entrepreneurial mindset and forming an entrepreneurial identity. The course features guest speakers who have founded companies in various industries.

ENT 200. Foundations of Entrepreneurship: Identifying and Cultivating Valuable Ideas. (3 h)

Examines and cultivates the notion of creativity from the perspective of value creation, inquiry, opportunity recognition, and idea generation. Topics examined through writing and design assignments, group projects, and discussions include awareness, empathy, risk, ethics, self-agency, and social engagement with the express objective of identifying and creating valuable ideas. Provides an introduction to the practice of entrepreneurship and design thinking, along with the development of an entrepreneurial mindset.

ENT 201. Evidence-Based Entrepreneurship: Developing Validated Concepts. (3 h)

Examines how individuals use entrepreneurial skills to craft innovative responses to societal and market needs. Using customer discovery and other evidence-based entrepreneurial methods, students participate in the progression of ideas into validated concepts. P - ENT 200.

ENT 203. Writing for a Social Purpose. (3 h)

Combines writing, service learning, and entrepreneurship approaches in communication by partnering students with a local nonprofit organization to provide a range of writing solutions in print and online. Also listed as JOU 325. P- JOU 270 or POI.

ENT 204. Arts and Activism. (3 h)

Study of artists who bridge the world of arts and social justice activism by means of dance, music, film, visual arts, and theatre, as well as how they challenge the status quo, our perceptions, and societal values. No expertise in any of the arts is necessary. Also listed as MUS 233.

ENT 205. Scaling the Entrepreneurial Venture: From Concept to Harvest. (3 h)

Explores the stage in the entrepreneurial lifecycle where validated concepts transition to established ventures. The course is designed to provide exposure to topics critical to success, such as how to scale the venture past early adopters to meet the needs of more mainstream customers. It covers key functional domains including entrepreneurial marketing, finance, fundraising, leadership, and strategy. P - ENT 201.

ENT 250. Communication in Entrepreneurial Settings. (3 h)

Using a fictitious start-up company, students will discover and apply business communication strategies to build new businesses. Also listed as COM 250.

ENT 301. Topics in Entrepreneurship. (1.5, 3 h)

Seminar and/or lecture courses in select topics related to entrepreneurship. May be repeated if course title differs.

ENT 302. Topics in Entrepreneurship. (1.5, 3 h)

Seminar and/or lecture courses in select topics related to entrepreneurship. May be repeated if course title differs.

ENT 303. Topics in Entrepreneurship. (1.5, 3 h)

Seminar and/or lecture courses in select topics related to entrepreneurship. May be repeated if course title differs.

ENT 304. Topics in Entrepreneurship. (1.5, 3 h)

Seminar and/or lecture courses in select topics related to entrepreneurship. May be repeated if course title differs.

ENT 305. Topics in Entrepreneurship. (1.5, 3 h)

Seminar and/or lecture courses in select topics related to entrepreneurship. May be repeated if course title differs.

ENT 306. Topics in Entrepreneurship. (1.5, 3 h)

Seminar and/or lecture courses in select topics related to entrepreneurship. May be repeated if course title differs.

ENT 310. Arts Entrepreneurship. (3 h)

Introduces entrepreneurial processes and practices in the visual arts, theater, dance, music, and creative writing. Seminar format includes encounters with arts entrepreneurs, investigation of case studies, and research in new and evolving models for creative application of entrepreneurial practices in the arts.

ENT 312. Management in the Visual Arts. (3 h)

Provides art students with the skills, experiences, and frameworks for understanding the role that the visual arts play within the national and international economy. Also listed as ART 297. P-Junior or senior standing and POI.

ENT 313. Whole Person Creativity. (3 h)

Interactive studio/seminar that introduces students to the concepts and practices of creativity, innovation, design, and sustainability. Through whole-person engagement, architectural design processes, and place-making studies, students explore the impact of human behaviors on all areas of life and society along a continuum of local to global.

ENT 315. Nonprofit Arts and Education Entrepreneurship: Promotion of Latin-American and Latino Visual Culture. (3 h)

Explores entrepreneurship in promoting Latin-American and U.S. Latino cultures through educational and artistic events and fundraisers on campuses and in the community. Students gain hands-on experience by assisting in the production of Wake Forest exhibitions, events promoting Latin-American and U.S. Latino heritage and culture, related community fundraisers, and nonprofit organizations.

ENT 320. Social Entrepreneurship. (3 h)

Interdisciplinary seminar that introduces the concepts of entrepreneurship with a focus on entrepreneurial activities that further the public good through the integration of core concepts of social and cultural values and ecological sustainability.

ENT 321. Social Entrepreneurship and the Humanities: Innovation, Public Engagement, and Social Change. (3 h)

Introduction to the role played by humanities in social entrepreneurship, exploring the premise that norms can be developed for the application of the humanities, and that the knowledge derived in this process can empower and be a tool in community-based engagement and social change. Course includes a social entrepreneurial project in the local community. Also listed as HMN 295.

ENT 322. Religion, Poverty, and Social Entrepreneurship. (3 h)

Interdisciplinary study of major themes in religion, poverty reduction, and social entrepreneurship. Focus and community emphasis may vary with instructor. Also listed as REL 344.

ENT 323. Social Entrepreneurship Summer Program. (6 h)

This trans-disciplinary, 4-week program explores the role of social entrepreneurship in society today and challenges students, through a rigorous and integrated curriculum to master the entrepreneurial process involved in furthering the public good through community-based engagement and social change. P-POI.

ENT 325. Free Trade, Fair Trade: Independent Entrepreneurs in the Global Market. (3 h)

Field-based seminar compares the barriers to market participation experienced by independent entrepreneurs cross-culturally. Free trade policies will be contrasted with fair trade practices, to determine why so many independent producers have trouble succeeding in a globalizing world. Also listed as ANT 301. (CD)

ENT 326. Telling Women's Lives: Writing about Entrepreneurs, Activists, and Community Leaders. (3 h)

This course will use an interdisciplinary approach to address fundamental issues of female leadership by examining recent developments in long- and short-form narratives about women (biography, essays, profiles) and employing journalistic tools to interview and write profiles of women entrepreneurs, activists, and community leaders. Also listed as WGS 326.

ENT 330. Entrepreneurship for Scientists. (3 h)

Introduces students to the routes by which scientific discoveries and new technologies find their way to the market place. Covers ideation, determining market potential, business planning, intellectual property, entrepreneurship ethics, venture capital, and venture incubation.

ENT 335. Renewable Energy Entrepreneurship: Science, Policy, and Economics. (4 h)

This team-taught course provides overviews of the most important renewable energy sources. Explores the science, policy and economic issues related to renewable energy and investigates the potential for new markets, new products, and new entrepreneurial opportunities in the marketplace. P - Junior standing and Div V requirements, or POI.

ENT 340. Communication Technology and Entrepreneurship. (3 h)

Explores how an e-commerce business plan can be developed and the specific ways of marketing e-commerce ventures including the options provided by new tools such as social networking applications. Also listed as COM 321.

ENT 350. Internships in Entrepreneurial Studies. (1.5, 3 h)

Offers the opportunity to apply knowledge in an entrepreneurial for-profit or not-for-profit environment. Requirements include a course journal and a comprehensive report that showcase the student's specific achievements and analyze the quality of his or her experience. P - POI.

ENT 351. Green Technologies: Science and Entrepreneurship. (2, 3 h)

Introduces the science and entrepreneurship opportunities of select green technologies. Students learn in the fundamental science associated with energy use and renewable energy and selected green technologies. Students also learn the basics of starting a new business and develop a business plan to bring a "green product" to the market. P-CHM 341 or ENT 201 or POI.

ENT 357. Bioinspiration and Biomimetics. (3 h)

Explores the ways in which biological mechanisms can inspire new technologies, products, and businesses. The course combines basic biological and entrepreneurial principles. Also listed as BIO 357.

ENT 371. Economics of Entrepreneurship. (3 h)

An examination of the economic constraints and opportunities facing entrepreneurs and their impacts on the economy. The course will blend economic theories with an empirical investigation of the lives and actions of entrepreneurs in the past and the present. Also listed as ECN 266.

ENT 380. America at Work. (3 h)

Examines the American entrepreneurial spirit within the broader context of industrial, social, and economic change from the colonial period to the present and explores the social and cultural meanings attached to work and workers, owner and innovators, businesses and technologies, management and leadership. Also listed as HST 380. (CD)

ENT 384. Design-Thinking and High Performance Teams. (3 h)

In this experiential class, we study the evolution of high-performance teams in design-thinking environments. At its core, design thinking is an approach to innovative problem solving that balances art, science, and business perspectives in realistic and highly impactful ways. In this course we develop the ability to participate in and lead high-performance teams within a design-thinking environment. The course involves an action-learning project that applies the perspectives of anthropology, history, political science, communication, and psychology, among others, in solving a real-world problem. Also listed as BEM 384.

ENT 391. Independent Study in Entrepreneurship. (1.5, 3 h)

An independent project involving entrepreneurship or social enterprise carried out under the supervision of the faculty member. P - POI.

ENT 392. Independent Study in Entrepreneurship. (1.5, 3 h)

An independent project involving entrepreneurship or social enterprise carried out under the supervision of a faculty member. P - POI.

ENT 394A. Student Entrepreneurship in Action. (1.5, 3 h)

This course is built around the real-time challenges and learning that occur as the students in the class launch, run, build, and sell or transition their venture. Promotes intense rigorous intellectual exchange in a seminar setting in which all will not only participate in critical thinking and analysis, but also in problem solving and leadership. Course may be repeated for credit. P - POI.

ENT 394B. Student Entrepreneurship in Action. (1.5, 3 h)

This course is built around the real-time challenges and learning that occur as the students in the class launch, run, build, and sell or transition their venture. Promotes intense rigorous intellectual exchange in a seminar setting in which all will not only participate in critical thinking and analysis, but also in problem solving and leadership. Course may be repeated for credit. P - POI.

ENT 399. Startup Lab. (3 h)

Startup Lab is designed to help students take high potential ideas and, after learning best practices on evidence-based entrepreneurship, apply lean startup methodology to their own startup. Students will learn key aspects of building an early stage company such as how to make crucial early stage sales, how to build brand loyalty with early stage customers, key aspects of accounting, finance, and human resources that apply to startups, and how to lead a team. This is a practicum and much of the learning is application-oriented and focuses directly on the startup or the startup team. P-POI.

Faculty

**John C. Whitaker Jr. Executive Director Center for Entrepreneurship,
Professor of Practice, Entrepreneurship** Daniel Cohen

**Faculty Director Farr Professor of Innovation, Creativity and
Entrepreneurship** Paul Pauca

**Merlo Presidential Chair in Communication and Entrepreneurship,
Associate Professor** Rebecca Gill

Visiting Assistant Professor Gregory Pool, Rebeccah Byer

Research Professor in Entrepreneurship Elizabeth Gatewood

Adjunct Professor Jennifer Bennett, Jonathan Clift, Anthony DiBianca,
Drew Hancock, Roy Richards

Core Faculty William Conner (Professor of Biology), Michele Gillespie (Professor of History), Linda Howe (Associate Professor of Romance Languages), Ben King (Professor of Practice School of Business), Abdessadek Lachgar (Professor of Chemistry), Ananda Mitra (Professor of Communication), David Phillips (Associate Professor of Interdisciplinary Humanities), Robert Whaples (Professor of Economics), Ulrike Wiethaus (Professor of Religion and American Ethnic Studies)