

# ENTREPRENEURSHIP AND INNOVATION

Department Website: Entrepreneurship and Innovation (<https://www.gonzaga.edu/school-of-business-administration/undergraduate/business-administration/entrepreneurship-innovation/>)

Students in the School of Business Administration can earn a Concentration in Entrepreneurship & Innovation in which they will learn skills related to the entrepreneurial mindset. From idea generation to opportunity-seeking behavior, the program takes students through the entrepreneurial process and prepares them for a variety of careers: creating a new enterprise, buying or expanding an existing enterprise, franchising, generating a family business, and engaging in corporate or social entrepreneurship. There is a strong emphasis on experiential learning and networking with entrepreneurs from the community.

## Entrepreneurship and Innovation Concentration Program Requirements

Code	Title	Hours
BENT 490	Creativity, Innovation, and Entrepreneurship	3-9
BENT 491	Creating New Ventures	3
Select one of the following:		
BENT 492	Technology Entrepreneurship	3
BENT 493	Social Entrepreneurship	3
Select one of the following:		
BUSN 470	Multidisciplinary Act Projects	3
BUSN 491	Directed Study	1-3
BUSN 494	Small Business Consulting	3
BMIS 443	Techniques for Web and Mobile-based Business	3
<b>Total Hours</b>		<b>22-30</b>

## Courses

### BENT 340. Small Business in Europe. (3 Credits)

Small and medium sized businesses play a major role in the Italian economic system. Students will interact with the business community as they learn fundamental management and marketing principles as well as the unique organization structures, legal considerations, and operational issues associated with business enterprise in Italy. Florence only. On sufficient demand.

### BENT 490. Creativity, Innovation, and Entrepreneurship. (3-9 Credits)

Prepares students with the fundamentals of idea generation, feasibility assessment, team building, and assembly of resources for the creation of a new venture. The class includes guest speakers, case studies, and a team project. Any major at the university can enroll. Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

### BENT 491. Creating New Ventures. (3 Credits)

This course covers the fundamentals of creating and growing new commercial or social enterprises. Course content provides an overview of the world of entrepreneurship including an introduction to economics, the role of society and government, legal and ethical issues, creating and managing new ventures, and the various functional areas of business. Students are required to complete a business plan and investor presentation for a commercial or non-profit organization as part of the course requirements. In addition to receiving support from Gonzaga faculty and experienced entrepreneurs, students interact with attorneys, financiers, and other professional service providers. Any major at the university can enroll.

**Prerequisites:** BENT 490 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Entrepreneurship Innovation or Entrepreneurship Innovation.

### BENT 492. Technology Entrepreneurship. (3 Credits)

This class develops a framework to study, analyze and understand the formation and creation of new ventures with an emphasis on organizations specializing in product innovation and technology as their main source of competitive advantage. This course introduces students with a technical background to the inherent risks, issues and hurdles faced by both independent and corporate entrepreneurs. The course objectives include: identifying and evaluating market opportunities, investigating intellectual property issues, creating a management team, funding start-ups, evaluating business models, and the growth of new ventures. Open to any major at the University.

**Prerequisites:** BENT 490 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Entrepreneurship Innovation or Entrepreneurship Innovation.

### BENT 493. Social Entrepreneurship. (3 Credits)

This course provides students with an introduction to social entrepreneurs (those who create new ventures to address unmet societal needs), the ventures they create, how these ventures create social value, and to provide students with the tools they need to pursue their own social enterprises. Students will address each of the key components of this emerging field: problem identification, solution identification, concept development, venture creation, value assessment, and the communication of the idea and venture goals. Students will explore examples of current social enterprises, leading thinkers in the field of social entrepreneurship, and core entrepreneurial theory focused on social enterprises. This course counts towards the integrative requirement for business majors. Any major in the university can enroll. Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

**BENT 495. New Venture Lab. (0-3 Credits)**

**May be repeated for credit.**

This is an experiential course that provides 'hands-on' experience in developing ideas for new commercial and/or social enterprises. Students work on teams to develop their own or other entrepreneurs' ideas. Projects typically involve feasibility analysis, market research, and business planning. Students receive one credit for each 60 hours worked in the New Venture Lab. Course requirements include keeping a journal, completing assigned project tasks, and submitting a final report detailing learning outcomes. This course counts towards the experiential requirement for business majors. Open to any major in the University. Instructor approval required. Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

**BENT 496. Special Topics. (0-4 Credits)**

**May be repeated for credit.**

Topics to be determined by department

**BENT 498. Independent Study. (1-4 Credits)**

**May be repeated for credit.**

Topic to be decided by faculty.