

Entrepreneurship Career Exploration Track

Program Description:

The entrepreneurship career exploration track prepares students for the challenges of today’s fast-paced and uncertain economic environment where competition is based on opportunity recognition, innovation, speed to market, and entrepreneurial drive. The curriculum is designed to give students an opportunity to develop their own creative skills while applying entrepreneurial business principles to the challenges of starting a new business. Through the program, students will be introduced to problem identification, opportunity recognition, idea generation, customer discovery, and idea validation through their entrepreneurial course journey. This will prepare student to continue their academic pursuits in a major in entrepreneurship or adding a minor in entrepreneurship to any degree at NKU in the future. During the entrepreneurship career exploration, students will learn through a hand-on learning experiences, guest speakers, project-based activities, and presentations to develop leadership skills through self-reliance, initiative, creativity, and communication skills.

Course Plan:

Semester	Course
1 st Semester (1 st 7 weeks)	ENTP 201 - Entrepreneurial Mindset
1 st Semester (2 nd 7 weeks) Or 2 nd Semester (2 nd 7 weeks)	ENTP 202 - Opportunity Recognition
2 nd or 3 rd Semester	ENTP 290 – Idea Validation
3 rd or 4 th Semester	MGT 306 – Project Management

Course Descriptions:

ENTP 201 - Entrepreneurial Mindset

This is an applied learning course, built around exercises and activities to work on several key areas of the entrepreneurial mindset- Problem-solving and perspective, Creative and critical thinking, Understanding failure and challenges, Teams and networks, Adaptability, Perspective, and Idea Generation. The entrepreneurial mindset can be utilized to develop self-efficacy, leadership, resourcefulness, creativity and comfort with ambiguity. Students will study, apply and absorb an entrepreneurial mindset as an approach to viewing the world, recognizing problems and developing real-world creative solutions. Students will also develop an appreciation for failure as learning experiences.

ENTP 202- Opportunity Recognition

Prerequisite: ENTP 201

Students will explore ways to shape and evaluate opportunities by understanding key industry, market, and competitive factors. Students will learn how to determine if an idea is a viable opportunity for value creation, how to apply critical thinking skills, and how best to seize the opportunities they have identified.

ENTP 290 - Idea Validation

Prerequisite: ENTP 290

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Students will work in teams to learn how to turn a great idea into a great company. They will develop a company and evaluate their idea by testing it with potential customers. Using the customer and market feedback gathered, they will use agile development to rapidly iterate their product.

MGT 306 - Project Management

Introduction to the concepts, tools and techniques of Project Management. The goal is to provide the student with a fundamental knowledge of project planning, budgeting, scheduling, work breakdown structures, risk analysis, project monitoring and project control/termination. Group projects, presentations, class discussions and case exercises will provide the vehicle for developing decision making, communication, interpersonal and leadership skills that are essential for success in the workplace.

Link(s):

- Program website:
<https://nku.edu/academics/cob/programs/undergraduate/entrepreneurship.html>