

ENTREPRENEURSHIP & INNOVATION (ENI)

ENI 120. Starting A Business. 3 Credit Hours.

This course will cover the most important topics to consider when starting or operating a business. These topics include formulating an idea, writing a business plan, accounting/finance issues, organizing the business, required licenses/permits, communication tools, marketing/sales strategies, best management practices, operations and sustainability issues. The instructor will be an individual experienced in creating a new business. This course is intended as an introduction to those topics, and students do NOT need to be business majors. This course will not count towards business major requirements.

ENI 202. Design Thinking and the Next Step. 1 Credit Hour.

This practicum will allow participants to apply design thinking practices to explore solutions to determined problems and then take the same approach to reflect on current vocational goals, explore possible applications of these goals, prepare a plan for accessing the discovered opportunities, and ultimately, pursue vocational goals by connecting with and implementing possibilities. Participants will utilize Design Thinking strategies to enable the reflection, exploration, preparation, and pursuit of determined vocational goals. Pass/Fail only. Open to all majors.

Cross-listed Courses: CMM 202, PSF 202, BUS 202

ENI 203. Communicating Connections. 1 Credit Hour.

This practicum will allow participants to learn and apply professional communication practices in order to explore and develop connections to professional industry experts. Students will prepare a plan for accessing discovered industry-related contacts, develop and practice interview techniques, create questions for informational interviews, reach out to potential contacts, and ultimately, pursue vocational goals by connecting with industry experts. Participants will practice for and execute phone, email, and written communication to establish professional, industry-related connections in order to complete informational interviews. From the resulting interviews, students will reflect, explore, prepare and pursue determined vocational goals. Throughout the six classes, industry experts will be invited as guests to offer professional acumen and insights for students pursuing opportunities to further connect to potential careers. Pass/fail only. Open to all majors.

Cross-listed Courses: CMM 203, PSF 203, CYS 203, CSC 203, BUS 203

ENI 210. Entrepreneurship I: What's the Big Idea?. 3 Credit Hours.

This introductory course focuses heavily on Customer Discovery, understanding the fundamentals of entrepreneurship and how to appropriately test and assess new entrepreneurial opportunities. It is designed to help students answer the following four fundamental questions: So What? Who Cares? Why You? and Why Now? Whether you aspire to start your own entrepreneurial effort with a team, work in a community library or school, or within a large business (such as a Google or Twitter), or small business, you have an important role to play in our economy as an innovator. No ideas are required to register for this course.

ENI 311. Entrepreneurship II: Idea to Startup. 3 Credit Hours.

This course is designed to help students complete the exploratory phase of their entrepreneurial endeavor. That is, students will learn how to transition from Customer Discovery to Customer Validation and, when appropriate, to Customer Growth. This will include a more refined business model and the development of a minimal viable product or service. It will provide students with the tools needed to launch the business and/or become a strong applicant for the Student Sandbox. The only requirements for this course are the answers to the following four questions regarding your idea: So What? Who Cares? Why You? and Why Now?

Prerequisites: ENI 210 or MGT 310.

ENI 312. Entrepreneurship 3: Le Moyne Student Sandbox. 3 Credit Hours.

The purpose of this course is to learn how to manage early-stage companies and innovation based firms by doing it. Various types of innovation, such as Product, Process, Managerial, Business Model, and Technological innovation (and the appropriate timing for each) are learned through the effort of trying to launch and/or grow one's own business.. The formation of forward looking teams, the development of a flexible structure, and fostering a creative culture are brought into focus. Agility of response while maintaining stability in ongoing operations is emphasized. This course seeks to provide an effective framework for use by innovative managers in early stage organizations or in mature firms that are seeking to be innovative.