

# ENTREPRENEURIAL LEADERSHIP (ENTR)

This is a list of the Entrepreneurial Leadership (ENTR) courses available at KPU.

Enrolment in some sections of these courses is restricted to students in particular programs. See the Course Planner - [kpu.ca/registration/timetables](http://kpu.ca/registration/timetables) - for current information about individual courses.

For information about transfer of credit amongst institutions in B.C. and to see how individual courses transfer, go to the BC Transfer Guide [bctransferguide.ca](http://bctransferguide.ca)

## **ENTR 3000 (formerly ENTR 3500) 3 Credits**

### **Advanced Professional Business Communications**

Students will study theories and principles for writing correspondence including electronic proposals, business plans, executive summaries and other research reports, including a collaborative report. They will complete written and oral communication assignments that emphasize interpersonal, team-building and leadership skills.

## **ENTR 3100 3 Credits**

### **Business Analysis and Decision Making**

Students will apply previously learned analytical tools to address a wide range of organizational issues. They will develop and assess options based on sound strategic analysis and research. Students will recommend solutions supported by quantitative and qualitative rationale. They will develop their problem solving, judgment, analysis, evaluation and decision making skills through case analyses and applied exercises. Students will be required to undertake both individual and group work, drawing from the full range of business courses completed thus far.

*Prerequisites:* BUQU 1130, BUQU 1230, ECON 1150, MRKT 1199, CMNS 1140, BUSI 2405, and ACCT 2293 or ACCT 1210

## **ENTR 3110 3 Credits**

### **Advanced Organizational Behaviour**

Students will complete a diagnosis of an organizational setting for the purposes of: managing change, improving performance and increasing organizational effectiveness. Students will use their diagnosis to develop a portfolio that will include: activity management, personal management, conflict and stress management, values, attitudes, group dynamics, leadership and team development, corporate politics and business negotiations.

*Prerequisites:* 45 credit hours including BUSI 1215 or BUSI 1210.  
*Co-requisites:* CMNS 3000 or ENTR 3000

## **ENTR 3120 3 Credits**

### **Managerial Accounting for Entrepreneurs**

Students will learn managerial accounting tools to help make decisions in a business environment. Students will review and analyze managerial accounting practices of different industries. Students will study topics which include relevant costs and revenues, budget development and analysis, capital budgeting and performance measurement tools. Students will apply concepts learned by using cases and applied exercises.

*Prerequisites:* 45 credits, including all of the following: (a) ACCT 2293 or ACCT 1210, (b) ECON 1150, (c) ENTR 3100 and (d) one of BUQU 1230, CRIM 2103, MATH 1115, MATH 2341, PSYC 2300 or SOCI 2365.

## **ENTR 3130 3 Credits**

### **Production And Operations Management**

Students will learn and practise the fundamental design and implementation tools and techniques used in Production and Operations Management (POM). They will be exposed to leading practices employed by entrepreneurs and managers in organizations of all sizes, both in manufacturing and service industries. Students will apply these tools and techniques to solve practical POM problems through exercises and a group term project involving work with real-world or simulated organizations.

*Prerequisites:* 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

## **ENTR 3140 3 Credits**

### **Entrepreneurial Marketing**

Students will learn to address complex marketing problems that need to be addressed with limited resources and recognition of the financial, operational, and HR consequences of the chosen strategy. Students will develop their problem solving, decision-making and planning skills through case analyses and applied exercises. They will also complete a marketing project for a local small business or community organization. Students will be required to undertake both individual and group work, drawing from the full range of business courses taken thus far.

*Prerequisites:* 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

## **ENTR 3150 3 Credits**

### **Business Economics**

Students will learn and apply economic concepts that directly relate to decisions made in small and medium-sized businesses. They will develop broad analytical skills useful for entrepreneurial decision-making.

*Prerequisites:* 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)

## **ENTR 3160 3 Credits**

### **Information Technology for Business**

Students will learn and practice how Information Technology (IT) can assist decision makers in business to be more efficient and effective. They will also learn and practise how to plan, analyze, develop, implement, use and manage information and systems that support the business process from a strategic and competitive advantage perspective.

*Prerequisites:* 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365) *Note:* ENTR 3100 will be the required prerequisites starting September 2017.

**ENTR 3170** **3 Credits**  
**Entrepreneurial Finance**  
Students will learn current financial management theories along with the technical skills necessary to maximize the economic value of the firm for its shareholders. Using the case-study method, students will learn how to identify, define and resolve the issues faced by financial managers in small and medium-sized companies.

*Prerequisites: 45 credit hours including (ACCT 2293 or ACCT 1210) and ECON 1150 and (BUQU 1230 or MATH 1115 or MATH 2341 or CRIM 2103 or PSYC 2300 or SOCI 2365)*

**ENTR 3230** **3 Credits**  
**Supply Chain and Logistics Management**  
Students will learn how to design, manage and assess end-to-end supply chains and logistics in manufacturing as well as in service industries. They will study the latest concepts and formal tools for planning and auditing supply chains and logistics. Included in this study will be the choices of the most appropriate locations, transportation systems and facilities. Students will practice creating value-adding systems, eliminating waste, and developing sustainable supply chains and logistics networks in order to generate a significant positive impact to the organization's triple bottom line. They will apply their knowledge and skills in exercises and projects involving real-world or simulated organizations.

*Prerequisites: BUSI 2405 and (ENTR 3120 or ACCT 3320)*

**ENTR 3240** **3 Credits**  
**Entrepreneurial Marketing**  
Students will understand and address strategic marketing issues in an entrepreneurial environment while recognizing the impact of marketing on the broader organization. Students will develop their analytical, problem solving, decision-making and planning skills through cases, simulations and applied assignments. Students will be required to undertake both individual and group work, drawing from the full range of business courses taken thus far.

*Prerequisites: ENTR 3100*

**ENTR 4105** **3 Credits**  
**Corporate Communications and Investor Relations**  
Students will study the policies and procedures that inform, govern, and regulate corporate communications and investor relations within Canada's equity markets with an emphasis on junior companies trading on the TSX and TSX-Venture exchanges. They will complete written and oral assignments that will help prepare them for employment opportunities in public companies. Students will gain a thorough understanding of disclosure requirements, mandated corporate communications, and investor-relations strategies.

*Prerequisites: Acceptance into the Bachelor of Business Administration Program*

**ENTR 4110** **3 Credits**  
**Business Leadership**  
Students will study the business leadership process as well as applied and practical leadership techniques. They will develop and practice leadership skills through self-assessment exercises, role-playing simulations and other 'hands-on' experience. Students will study other topics such as leadership in entrepreneurial and intrapreneurial settings, small- to medium-size business culture, effective team leadership and self-leadership.

*Prerequisites: (CMNS 3000 or ENTR 3000 or ENTR 3500) and (ENTR 3110 or HRMT 3115)*

**ENTR 4120** **3 Credits**  
**Human Resource Management**  
Students will acquire an in depth understanding of the human resource (HR) management needed to enable an organization to face changes and challenges. Students will engage in research, present key findings and engage in best practice dialogues around a variety of key human resource management concepts, including legal and diversity issues, employee acquisition and deployment, performance management, career development, employee compensation and rewards, employee communications and discipline, union- management relations, occupational health and safety, and international human resource management.

*Prerequisites: ENTR 3110*

**ENTR 4130 (formerly ENTR 4300)** **3 Credits**  
**Entrepreneurial Mgt for Service Orgs**  
Students will analyze and gain insights into a variety of services industry sectors. They will assess, analyze and manage process and resources that support the building of entrepreneurial service organizations. Students will acquire a holistic understanding of the unique variables and principles associated with the service industry.

*Prerequisites: ENTR 3140 or [ENTR 3100 and (ENTR 3240 or MRKT 3000)]*

**ENTR 4140** **3 Credits**  
**Entrepreneurial Sales and Customer Service**  
Students will be introduced to the basic selling process, make formalized sales presentations and learn and practice effective customer service with emphasis placed on understanding loyalty, total quality management (TQM), benchmarking, internal customers and communications.

*Prerequisites: ENTR 3140 or ENTR 3240*

**ENTR 4150** **3 Credits**  
**Management of Innovation**  
Students will learn how to manage innovation using formal processes, frameworks and tools. They will study the latest innovation management approaches in the areas of design of innovation strategies. Students will study stimulation of creativity and harnessing of technologies, development of goods, services and processes, business model innovation, and measurement of innovation performance. They will be given the opportunity to examine successful innovation management practices in organizations of all types and sizes. Students will apply their knowledge and skills in exercises and projects involving real-world or simulated organizations.

*Prerequisites: BUSI 2405 and (ENTR 3240 OR MRKT 3000)*

**ENTR 4200** **3 Credits****Business Strategy**

Students will focus on the conceptual and practical aspects of strategic decision making in business. They will learn how to formulate strategies, evaluate strategic alternatives using financial and non financial criteria, implement strategies and manage strategic change in organizations through a series of case analyses, business exercises and current examples from industry.

*Prerequisites: [ENTR 3130 and 3140 and either (ENTR 3170 OR ACCT 2380 or ACCT 3380)] or [CMNS 3000, ENTR 3100, (ENTR 3120 or ACCT 3320), ECON 1250, ACCT 3380 and 15 additional credits of 3000 level or higher of MKTG, ACCT, ENTR, or HRMT]*

**ENTR 4250** **6 Credits****Entrepreneurial Leadership Practicum**

Students will manage, design, prepare and present a comprehensive project that will meet the requirements of a client organization. They will develop and complete a significant project in partnership with businesses or as part of developing an entrepreneurial endeavour. Students will gain the opportunity to practice the integration of business skills and concepts.

*Prerequisites: 27 ENTR credits, including ENTR 4200*

**ENTR 4300** **3 Credits****Entrepreneurial Management for Service Companies**

Students will analyze and gain insight into a variety of service industry sectors such as the tourism and sports and entertainment industries. They will design and implement a plan for the marketing of services and service companies through the use of cases, industry projects and applied assignments. Students will acquire a practical and strategic understanding of how the marketing of services and service companies differs from that of product marketing.

*Prerequisites: ENTR 3140*

**ENTR 4848** **3 Credits****Global Marketing Strategies**

Students will explore various marketing strategies and activities that enable corporations to be competitive in the global economy and market. Areas of emphasis include segmentation, market analysis, international advertising and promotion, personal selling and personnel management, pricing, distribution systems, export trade mechanics and logistics, financial requirements for international marketing, and coordinating and controlling global operations.