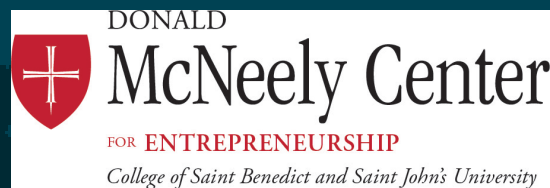


# ENTR Fall 2021 Course Offerings



Courses Open to All Majors & Class Years! No Prerequisites Required

## **ENTR 101K Small Business/Agent for Change (2cr) 6:15-9:15 CD Monday SJU**

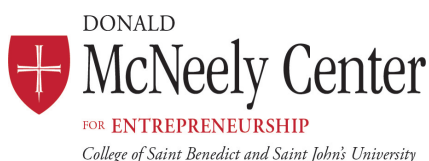
Small businesses account for a significant contribution to the US economy. Structured to efficiently adapt and adjust, small business founders and leaders are uniquely positioned to make positive impact on the economy, environment and communities to ensure that resources are available for future generations to thrive. The course will explore the principles and characteristics of sustainable for-profit small businesses, issues and models and the pathways for small business to make long-lasting changes to our economic, environmental and social practices. Offered for S/U grading only. Faculty: Brad Matuska

## **ENTR 101M Multi Media Strategies for Entrepreneurs (2cr) 12:45-2:05 BC Tue/Thur SJU**

Social media gives entrepreneurs unprecedented opportunities to communicate directly with their customers and potential customers, and multimedia is key to getting and keeping their attention. Learn how to create video, audio and photo posts that deliver maximum impact on TikTok, Instagram, Facebook and more. Offered for S/U grading only. Faculty: Dana Drazenovich

## **ENTR 201 Foundations of Entrepreneurship (4cr) 9:40am-10:50am Tue/Thur SJU**

Interdisciplinary exploration and application to innovation and entrepreneurship. Innovation occurs within communities, individuals, start-ups, small businesses, and large corporate level. Entrepreneurial enterprise frameworks and approaches will be explored and applied through a journeying through the strategic design framework. The benefits of a liberal arts education will be explored as students gain tools to grow their understand their entrepreneurial strengths and aspirations. No prerequisites. Faculty: Margrette Newhouse



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Website:

[www.csbsju.edu/cfe](http://www.csbsju.edu/cfe)

**Margrette Newhouse- Center Director**  
**Paul Marsnik- E-Scholars Academic Director**  
**Kelli Gradin - Center Coordinator**

**[mnewhouse@csbsju.edu](mailto:mnewhouse@csbsju.edu)**  
**[pmarsnik@csbsju.edu](mailto:pmarsnik@csbsju.edu)**  
**[kgradin@csbsju.edu](mailto:kgradin@csbsju.edu)**

**320-363-2870**  
**320-274-2309**  
**320-363-2065**