

ROAD MAP TO THE ENTREPRENEURSHIP PROGRAM

The Entrepreneurship program consists of (a) theory/history courses, (b) the study of cases and observation of the practice with local D.C. entrepreneurs and (c) the development of students' own entrepreneurial projects.

Busch School Students

Cospecialization

Required Courses:

- ENT 372: Entrepreneurship and Venture Capital
- ENT 472: Principled Entrepreneurship
- ENT 455: Small Business Growth Lab
- ENT 476: The Spirit of Entrepreneurial Capitalism

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Suggested Electives:

- ENT 360: Approaches to the Human Person - Business and Entrepreneurial Perspectives (coming Spring 2021)
- ENT 494: Independent Study

*Please note that Entrepreneurship is available as a cospecialization, not as a specialization or a major. Exceptions may be made on a case-by-case basis.

Non-Busch School Students

Minor

Required Courses:

- ENT 118: The Vocation of Business
- ENT 372: Entrepreneurship and Venture Capital
- ENT 455: Small Business Growth Lab
- ENT 472: Principled Entrepreneurship

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Electives (choose 2):

- ENT 476: The Spirit of Entrepreneurial Capitalism
- ENT 360: Approaches to the Human Person - Business and Entrepreneurial Perspectives
- ENT/ENGR 420. 421: Social Innovation Startups I, II
- MKT 422: Consultative Professional Sales
- ENT 494: Independent Study

For any questions, contact Dr. Frederic Sautet, the Director of the Entrepreneurship Program, at Sautet@cua.edu.



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Course Descriptions

- **The Vocation of Business (ENT/MGT 118)** is a required course for all non-Busch School students. This course is an introduction to business and entrepreneurship through the lens of personal vocation. Students discover how business can be a noble calling, and a path to sanctifying the world, for those called. Students learn the basics of running a business while uncovering who they are called to be and how best to develop their unique talents, grow in virtue, and apply these interests and aptitudes to a career. We explore these topics through lectures and a variety of projects, including each student launching their own online business during the course of the semester. Course taught by Prof. Luke Burgis and Prof. Andreas Widmer.
- **Entrepreneurship and Venture Capital (ENT/MGT 372)** provides the tools to understand the phenomenon of entrepreneurship in all its facets, including in the marketplace and in non-profit settings. All students, including finance, marketing or management majors, will gain a strong understanding of entrepreneurship. Topics include entrepreneurship and the organization, culture, psychology, institutions, public policy, politics, strategic entrepreneurship, monastic entrepreneurship, and ethics. Among other things, this course provides students with the tools to think about the source of development, growth and social change; why advertising and marketing may be crucial to the functioning of the marketplace; and the role of venture capital and angel investing in the US economy. Course taught by Dr. Frederic Sautet.
- **Small Business Growth Lab (ENT/MGT 455)** gives students the opportunity to develop their own start-up businesses while studying great case studies including iconic brands such as Apple, Home Depot and Disney. Using the Business Model Canvass and Core and Explore frameworks, the classroom experience will also feature interactive lectures by notable members of the VentureLab@CatholicU Alumni Leadership Board on topics including leadership, ideation, and finance. Course taught by Prof. W. Brian Walsh.
- **Principled Entrepreneurship (ENT/MGT 472)** teaches what entrepreneurship is in practice through the extensive case study. Students learn how to create “good profit” through principled entrepreneurship. They explore entrepreneurship theories like Market Based Management (MBM), Long-Term Sustainable Value Creation (LTSVC), The Business Model Canvas, and The Lean Startup. Using the case method, it involves several class projects. Throughout the semester, students will meet successful entrepreneurs and have a chance to interact with them to learn about what they found useful during their careers. Course taught by Prof. Andreas Widmer.
- **The Spirit of Entrepreneurial Capitalism (ENT/SRES 476)** is a course on the political economy of entrepreneurial capitalism. The economic history of the West can be interpreted as a history of the spirit of entrepreneurial capitalism. That history is the interaction among: (a) public and private institutions that enabled production and trade, (b) entrepreneurs and business organizations, and (c) an ecology which includes Christianity and its culture of reciprocity and rights, virtues, excellence, and other mechanisms enabling respect for promises made. This course provides an analysis of the history of entrepreneurial capitalism emphasizing these three intertwined aspects. Course taught by Dr. Frederic Sautet.



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Minor and Specialization Electives

- **On the Human Person: Business and Entrepreneurial Perspectives (ENT 360)** is an in-depth study of the human person and what it really means to say that “the person is at the center of business.” This course will debut in the spring 2021 semester. The course takes its inspiration from the work of Novak and other figures in the Judeo-Christian intellectual tradition in order to develop a framework for understanding how the elements of business theory and practice are ordered well in light of the truth about the human person. This course makes the human person its direct, explicit theme, giving students the opportunity to engage in a focused inquiry into human nature, the natural human orientation toward the divine, and the practical implications in the realm of economic life. Key Novak texts that we will draw from include *Free Persons and the Common Good* (1989), *Business as a Calling* (1996), *The Fire of Invention* (1997), and *On Cultivating Liberty* (1999). Course taught by Dr. Elizabeth Shaw and Rev. John McNerney.
- **Independent Study (ENT 494)** can be pursued by any student in the co-specialization or in the minor who desires to develop their own entrepreneurial project. This is the third part of the Entrepreneurship program and is taught principally by Prof. Brian Walsh, as well as Profs. Andreas Widmer.
- **Social Innovation Startups (ENT/ENGR 420 / ENGR 523 / SOC 421)** is a 3 credit, semester-long course provided by the School of Engineering. The 3 credit semester-long follow-up course (ENGR 421 / ENGR 524) may also be taken, for a total of 6 credits. It is for seniors or graduate students. This course provides students with a framework for identification of socially relevant problems, and the creation of sustainable and scalable solutions to those problems. This is an intensive, project-based course with small, multi-disciplinary teams. Teams conceive, develop, and test creative technological solutions to real-world problems. The course introduces students to Design Thinking and Ethics Guided Design, and makes use of the Lean Startup curriculum, including use of the business model canvas, customer development, and agile engineering. Teams are given a toolkit for innovation and exposed to a wide range of frameworks for managing and driving innovation. Instructor permission is required to enroll. Course taught by Dr. Chris Danek and Dr. Greg Behrmann.
- **Consultative Professional Sales (MKT 422)** provides an in-depth examination of the fundamentals of professional selling and sales management. The course covers the techniques of selling products and services in the retail, business-to-consumer, and business-to-business marketplace. Course topics include the development of selling as a discipline, selling philosophies, sales relationship strategies, product strategies, customer strategies, competitive strategies, sales presentations, sales management, account management, sales force automation and theories of various selling techniques. Course taught by Prof. Mark Weber.



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