Entrepreneurship

8 Elective Hours

The Entrepreneurship Specialization prepares students to determine the feasibility of and to develop innovative ideas for commercialization. Graduates can pursue entrepreneurial opportunities in established organizations, pursue their own venture, or seek employment within service and capital providers. Topics covered include:

- Opportunity identification and analysis
- Gathering resources, launching a business and managing growth
- Determination of the individual skills needed to start an entrepreneurial venture
- Conducting feasibility analyses
- Development of sales and distribution structures
- Long- and short-term investment decisions
- Intellectual property assessment
- Resources and the nature of financing entrepreneurial ventures
- Designing and writing a quality business plan
- Harvesting a business
- Consulting projects with an entrepreneurial firm

REQUIRED COURSES:

ENT 5934 Strategic Venture Development

Entrepreneurship is about the identification and enactment of entrepreneurial opportunities. This class is about learning how to pursue entrepreneurial opportunity, particularly as it relates to starting a new venture. Thus, this course focuses on the development of entrepreneurial opportunities and determining the feasibility of these opportunities in today's business environment. The mastery of concepts covered in this course will lead to an initial evaluation of new venture ideas and provide a foundation for subsequent courses in the major. This course represents an early step in preparing students to start and manage an entrepreneurial venture. This course will also help students develop a comprehensive strategy and plan for launching and growing a new business.

And any of the following:

ENT 5902 Entrepreneurial Process

The entrepreneurial process course rigorously explores the four distinct phases of entrepreneurial business-opportunity identification; gathering the resources and launch; managing entrepreneurial growth; and harvesting the rewards—with a special emphasis on ethics, morality and life planning skills. The entrepreneurial process is a course designed for students who are committed to: Learning the practical skills, habits, and judgment required to make money; learning to ask the right questions, analyze the right numbers and clearly defend their ideas; learning how to live a Life of Meaning so they can make a difference in the world.
 ENT 5912    Capitalizing the New Venture
This course will cover various aspects of financing entrepreneurial ventures. Topics will include methods of financing, financials, techniques for valuing new businesses and financial structure. Funding sources examined will include commercial banks, small business investment companies SBIC, Business Angels, IPO, Series A & B & C financing, acquisitions, LBO, and venture capital companies. These processes are often referred to as sourcing, diligence and valuation. Concepts are illustrated through Harvard Business School, Babson College, and Stanford Cases, supplemented by notes and readings.

 ENT 5941    Early Stage Venture Investing and Management I
Through rigorous classroom lecture and case study, students will learn not only the history and current status of the venture capital industry, but also the process by which investments are made. This process includes not only deal identification and due diligence, but also negotiation, execution and management.

 ENT 5961    Early Stage Venture Investing and Management II
(prerequisite: ENT 5931)
Continuation of ENT 5941. Students will continue to learn about the history and current status of the venture capital industry, and the process by which investments are made. This course will utilize lectures and case studies.

 ENT 5942    Launching the New Venture
This class deals with the issues an entrepreneur might face during the launch phase of their new venture and/or new product. The case-based curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered are opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service, franchising, competition, and strategy.

 ENT 5992    Entrepreneurial Growth Strategies
Focuses on growth processes and systems, attracting the right people, managing cash-flow, shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment.

Updated: 2/17/2014
## PROFESSIONAL MBA ENT SPECIALIZATION SUGGESTED PROGRAM MODULE- (FA 13)

<table>
<thead>
<tr>
<th>Year One</th>
<th>Mid-August</th>
<th>Mid-October</th>
<th>Mid-January</th>
<th>Mid-March</th>
<th>Summer</th>
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<tbody>
<tr>
<td><strong>19 hours</strong></td>
<td>MODULE 1</td>
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<td>MODULE 3</td>
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<td></td>
<td>Quant I BAD 5001</td>
<td>Financial Accounting ACCT 5202</td>
<td>Financial Markets &amp; Securities FIN 5302</td>
<td>Elective</td>
<td>Quantitative II BAD 5122</td>
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<td>Managerial Economics BAD 5102</td>
<td>Management Information Systems MIS 5602</td>
<td>Corporate Finance FIN 5312</td>
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<tr>
<th>Year Two</th>
<th>MODULE 6</th>
<th>MODULE 7</th>
<th>MODULE 8</th>
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<tr>
<td><strong>18 hours</strong></td>
<td>Organizational Behavior MGT 5702</td>
<td>Elective</td>
<td>Business Ethics LS 5802</td>
<td>Marketing Management MKT 5402</td>
<td>Strategic Management BAD 5902</td>
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<tr>
<td></td>
<td>Elective</td>
<td>Managerial Accounting ACCT 5212</td>
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**Total Hours: 37**

* required for specialization

In addition to ENT 5934, students will choose two other ENT electives for a total of 8 ENT hours.