Entrepreneurship
BS in Management with a Concentration in Entrepreneurship
(Effective Fall 2012)

The Entrepreneurship program provides a resource to enhance the educational and professional opportunities of the School of Management students through experiential learning. The curriculum will consist of a series of integrated courses including a course in new product marketing, a course in venture capital and new business finance and a course in business plan development. Students will leverage the research and analytical capabilities provided by the program with emphasis on developing an idea into a viable business opportunity. The focus in these courses is on the identification and evaluation of new venture opportunities, the development of effective business plans, and the financing, establishment and operation of new businesses. The classes will simulate the experiences that entrepreneurs undergo during the process of launching a new business.

The format of the classes will include case studies, lectures, guest speakers, and self-assessment and group exercises. Students will be divided into teams that will prepare and present proposed business plans to their entire class, and then to entrepreneurs who will function as judges. Faculty members and entrepreneurs will assist students in their research, discussions and presentation preparation. The entrepreneur judges will typically be alumni of the School of Management who are working on Wall Street as venture capitalists, along with local business owners and managers. Course grades will be determined on the basis of faculty evaluation of reports, presentations, class participation, and assessment by peers and business professionals.

Concentration Requirements

ENT 460: Entrepreneurship Investigation of the components, tools and practices of entrepreneurship. Focuses on identifying new venture opportunities; evaluating the viability of a new venture; writing a business plan; building a "E-team" that possesses the attributes necessary for success; financing, starting and operating a business; and creating liquidity for shareholders.

Electives

FIN 324: Corporate Finance Topics include valuation of financial and real assets, the cost of capital, capital budgeting, capital structure theory and dividend policy. Students will have the opportunity to apply these concepts to a real world setting throughout the semester. Students will be responsible for 7-9 group projects focusing on the valuation of a set of publicly traded firms. Group projects will emphasize understanding of the related theoretical topics as well as communication and writing skills.

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LEAD 351: Leadership Skills and Development
Focuses on individual leadership development. Concentrates on leadership as a dyadic or small-group process, e.g., one leader and several followers. Also provides a survey of the major topical areas of leadership. Students learn how to use technology to enhance their leadership potential up front and working at a distance with others.

MKTG 320: Marketing Research
Role of marketing research; research design, sampling, questionnaire construction, data collection methodology, techniques for data analysis, report writing.

MKTG 325: New Product Marketing
Explores strategic aspects of new product management, and the issues relating to the process of new product development for sustained future growth.

ENT 480/MKTG 480: Retailing and Small Business Marketing
Learn to understand retailing concepts and theories, retail environments, consumer behavior, and key factors influencing retailers’ decisions and how to apply these concepts and theories in developing practical marketing strategies for small businesses.

MIS 460 – E-business
This course introduces the fundamental concepts and implementations of e-business. Students are introduced to e-business concepts in MIS and marketing covering the important topics in e-commerce such as market mechanisms, retailing, consumer behavior, customer service and advertising, B2B and collaborative commerce, etc. In addition, students learn and practice web design details with HTML and major web design tools.

Two courses offered by the Watson School of Engineering in their BioMedical Engineering program at the graduate level are also acceptable into the ENT program. They are BME 555 – Innovation and Entrepreneurship and BME 556 – Technology Venture Creation. These courses are aimed at those students wishing to explore fast growth ventures, especially those with a technology base.