

MASTERS OF BUSINESS ADMINISTRATION WITH AN EMPHASIS IN ENTREPRENEURIAL STUDIES

Learn the entrepreneurial mindset. Entrepreneurs think differently. They see opportunities others miss. Cultivate the skills to be an innovative problem solver who is constantly learning, resilient despite adversity, and able to rebound from failure. This mindset is critical to the success of any type of organization, at any stage of development.

REQUIRED COURSES

In addition to the Plaster School of Business & Entrepreneurship Core MBA Course requirements, Entrepreneurial Studies emphasis take:

ENTR 57515 Small Business Management

ENTR 57525 Entrepreneurial Finance

ENTR 57535 Entrepreneurship & Growth

Students must also select from one of the courses listed on the back page.

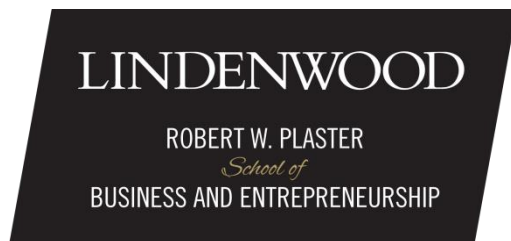
All courses are 3 credit hours besides the two courses below. Please talk with your advisor.

ENTR 57589 Entrepreneurial Studies Internship 1-3 credit hours

ENTR 57590-57599 Special Topics in Entrepreneurial Studies 3-6 credit hours

Note: the program is not offered online.

If you have any questions, please contact:



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COURSE DESCRIPTIONS

ENTR 57589 Entrepreneurial Studies Internship* (Requires approval of the Department Chair and Dean)

The Internship Program is designed to expose the student to a variety of practical business environments. This exposure will permit the student to observe and experience firsthand the functioning of their graduate emphasis in business today. International graduate students would need to check with the LU International office on possible effects on the student's OPT. Student must have 18 hours in the graduate program and a cumulative GPA of at least 3.3.

ENTR 57590-57599 Special Topics in Entrepreneurial Studies (Varies according to the content of the special topics course.)

This course is designed to meet the individual needs of the MBA student who desires or is required to explore advanced areas of study or undertake special problem analysis within an emphasis. The subject area will normally cover a specific issue, problem, or current topic, and will demonstrate the student's scholarly research abilities and techniques. Topic may require primarily substantial reading with appropriate inference, assessment and conclusions.

HRM 56510 Human Resource Management (Prerequisite: MGMT 56025 or MGMT 56030)

This course is an overview of human resource management and will include exploration of such topics as staffing, training and development, performance management, compensation, labor relations, and employment law, with a primary focus on strategic execution, which integrates HR programs and policies within the framework of an organization's strategic direction. Lab fee may be required.

INTL 58010 International Marketing (Prerequisite: MRKT 55010)

This course examines the marketing mix and how it may or may not be standardized for international markets. Techniques for identifying potential markets for broad categories of products or services and implementation of marketing policies within the international arena are discussed.

MRKT 55020 Marketing Information and Research (Prerequisite: MRKT 55010)

This course examines issues in conducting marketing research and the variety of research techniques available to the researcher. Students will also analyze the sources of information that guide decision making in business settings. Although some topics will be explored through lecture, particular emphasis will be given to case analyses, situational vignettes, and discussion of current events. A team project at the end of the course will tie together course concepts and allow students to present a comprehensive marketing research plan.

MRKT 55040 Advertising & Promotion Strategy (Prerequisite: MRKT 55010)

This course is the study of the marketing communications through mass media (TV, radio, magazines, newspapers and the web) that stimulate the consumer's response to, interest in, and ultimately, the purchase behavior of goods and services. Techniques for creating the correct advertising message and developing an effective media mix based on an understanding of the behavior of the target market are stressed, as well as ethical, social, and regulatory factors impacting the mass selling of products and services in today's competitive global business environment. A course project will enable students to apply the concepts discussed in the course to a real world problem.

MRKT 55050 Personal Selling and Sales Management (Prerequisite: MRKT 55010)

This course is the in-depth analysis of both personal selling as a marketing component and the organization and management of the selling function within a firm. The course will explore sales force interaction with customers and prospective consumers for the purpose of making sales and building relationships. Topics to be covered include staffing, training, evaluation, budgeting, goal-setting, motivation, and compensation of the sales force.

MRKT 55080 Marketing Strategy & Management (Prerequisite: MRKT 55010)

This course examines the application of marketing concepts with an emphasis on strategic marketing planning and marketing decision-making. Dynamics of developing a marketing plan with a focus on matching opportunities with a company's resources are reviewed.

SPMGT 57040 Sport Marketing and Promotion (Prerequisite: None)

This course examines the unique applications of marketing principles and processes to the amateur and professional sport industry. The class includes the comprehensive coverage of the functions of sports marketing, and gives students the opportunity to design an integrated marketing strategy. Students will gain an understanding of sport consumers as spectators and participants. Students will also plan, execute, and evaluate the sport marketing mix: product, price, place, and promotion.