

BACHELOR OF ARTS & BACHELOR OF SCIENCE 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

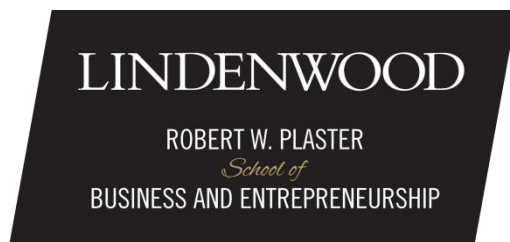
In addition to the Plaster School of Business & Entrepreneurship Core Course requirements, Entrepreneurial Studies majors take:

- ACCT 41070 Financial Statement Analysis
- ENTR 37510 Small Business and Entrepreneurship
- ENTR 47510 Financing Business Ventures
- ENTR 47515 Case Studies in Entrepreneurship
- ENTR 47520 New Venture Initiation
- MGMT 36043 Operations Management
- MRKT 35020 Marketing Information and Research

Students may select from several elective courses. See back for course descriptions.

All courses are 3 credit hours.

If you have any questions, please contact:



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COURSE DESCRIPTIONS

Elective Courses

ACCT 41070 Financial Statement Analysis

This course explores profitability and risk analysis based on economic characteristics of a firm's business, the strategy a firm uses to compete in its industry, and an understanding of financial statements. Case studies are utilized to apply the tool of financial statement analysis to real companies in a variety of industries. Lab fee may be required.

ENTR 37510 Small Business and Entrepreneurship

This course is designed for students who are interested in owning and running a small business. Topics to be covered include planning, controlling, financing, and managing operations. Students will learn how to explore opportunities and develop venture ideas; set objectives, choose resources, and evaluate market research; and investigate financing resources and approaches. Teaching approaches will include outside speakers, outside readings, class discussions, and research papers. Lab fee may be required.

ENTR 47510 Financing Business Ventures

Financing Business Ventures is an advanced course designed to apply the theoretical principles of finance to new or emerging businesses. Topics to be covered include capital raising, cash flow management, business planning, and value realization. Lectures and case studies will focus on financing methods, working capital management, expansion, and exit strategies in order to develop decision making skills. Guest speakers will illustrate real-world situations.

ENTR 47515 Case Studies in Entrepreneurship

This course will engage students in critical thinking and decision-making about entrepreneurial enterprises in the context of case studies and/or entrepreneurial simulations. The purpose of the course is to refine and develop skills required for entrepreneurs to start new businesses. Through analysis of entrepreneurial success and failures, students will examine the challenges encountered when starting a new business.

ENTR 47520 New Venture Initiation

This course is designed for students who are interested in starting a new business. Particular emphasis will be given to developing an understanding of the mechanics of starting a new business; providing insight into the process for identifying business opportunities; understanding the importance of effective marketing, funding, and employee management; and the analysis of strengths and weaknesses of the entrepreneur. The class will conclude with the presentation of a business plan, written during the course of the semester.

MGMT 36043 Operations Management

This course introduces the student to the management of operations, in both the manufacturing and service sectors. This course is designed to help the student to understand the nature of how products or services are transformed for use by the end customer, in the field known as Operations Management. Topics include operations strategy, planning, quality, production systems, inventory management, and project management. Current production initiatives will also be explored including Six Sigma/Lean, Theory of Constraints, and material requirements planning. Lab fee may be required.

MRKT 35020 Marketing Information and Research

This course provides an introduction to the multiple sources of data and information used in making strategic and tactical marketing decisions. The course is designed to introduce the student to the strengths and limitations of a variety of marketing techniques and to the thought processes involved in selecting appropriate marketing techniques. Particular emphasis will be given to problem definition, design of marketing research studies, data collection techniques, data analysis and interpretation. A comprehensive team case toward the end of the course will tie together the concepts presented and provide an opportunity for oral and written presentation.