

# 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 TWO of the following:

#### **ENT 5902 Entrepreneurial Process**

The entrepreneurial process course rigorously explores the four distinct phases of an 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 Entrepreneurial Finance**

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 5942 Market Development

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.

<b>Module 1</b> Mid-August – Mid-October	<b>Module 2</b> Mid-October – Mid-December	<b>Module 3</b> Mid-January – Mid-March	<b>Module 4</b> Mid-March – Mid-May
1 <sup>st</sup> Year →	<b>ENT 5934</b> Strategic Venture Development <i>(This class continues into the spring semester)</i>		
			<b>ENT 5912</b> Entrepreneurial Finance
<b>ENT 5902</b> Entrepreneurial Process	<b>ENT 5942</b> Market Development	← 2 <sup>nd</sup> Year	

Questions regarding this specialization can be directed to Dr. Lowell Busenitz, [busenitz@ou.edu](mailto:busenitz@ou.edu)

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