MGT 3800: Entrepreneurship

Offered in the fall semester

Course Goal:

To develop insights into what it takes to start a sustainable new business

Course Objective:

- Identify and evaluate business opportunities
- Mobilize people, money and other resources
- Select a business structure
- Get a new business off the ground – and keep it going!

Course Outline:

- The entrepreneurial process
- Origins and anatomy of opportunities
- Customer value
- Profit potential
- Founder and team fit
- Financing
- Profit durability


Course Activities:

- Read & develop your own perspective
  - Textbook - articles on the internet - videos
- Lectures and class discussion
- Case analyses
- Analyze an entrepreneur’s situation and recommend action (Zipcar)
- Develop your own business idea
  - Two-part business proposal
- Prove you’ve been paying attention
  - Quizzes / midterm / final
- Work in the team
  - Team projects