

Course:	ENTR 6020 Business Formation
Credits:	4 credits
Prerequisites:	MBA Student

Description

This class is structured to help students understand the perspective of an entrepreneur who is seeking to analyze and start a venture. The class is therefore designed for “apprenticeship-type real-life” replication. You should be open to analyzing unstructured situations. This course is designed for students who are interested in the venture field as potential entrepreneurs interested in starting, joining or acquiring their own businesses; as an intermediary/ consultant; or as a financier (investment banker, commercial banker, development financier, etc.). Students are asked to analyze and discuss case studies of entrepreneurs who have started or acquired businesses and to develop reports analyzing an opportunity and developing a strategic plan for a business startup or acquisition to obtain insight into the startup process.

Objectives

1. This course is designed to teach the students to apply the knowledge they have gained in previous courses in management, finance and marketing.
2. To understand the entrepreneurial process and the steps for successful entrepreneurial growth to help students achieve venture and entrepreneurial goals

The primary objective of this course is to provide intellectual resources to students who are currently involved in or committed to entrepreneurial pursuits as well as those who are interested in understanding entrepreneurship as a business phenomenon, whether or nor they wish to pursue entrepreneurial careers.

Learning Outcomes

Students will demonstrate the understanding of key concepts that are used to evaluate new business opportunities by analyzing the market potential, competitive edge and market share. Then they will implement the strategy to take advantage of the opportunity either via a startup or an acquisition by evaluating alternative competitive business and marketing strategies, and the management skills and experience required.