

ENTR 6036 Managing the Growing Business

Executive Summary

Course: ENTR 6036 Managing the Growing Business

Credits: 2 credits

Prerequisites: MBA Student

Description

Many managers and business owners assume that continuous growth is the goal of any business organization. However, growth can be as problematic as it may be desirable. High growth can outstrip management and operational capacity while it eats up working capital. This course will focus on strategies to ignite business growth as well as approaches to identify sources to fund growth and develop capabilities to sustain growth.

Objectives

The course will address the following:

- The dynamics of growth – why it can be both a curse and a blessing
- How demands on management change as businesses grow
- How firms get stuck on plateaus – and how they can rekindle growth
- How business models change with growth
- How growth strategies can vary – managerially, operationally and financially
- The role of working capital in growth

Learning Outcomes

By the end of this course, students should be able to:

- Evaluate the current health of a business relative to its competition
- Identify the stages of venture growth
- Recognize obstacles to growth and how they might be overcome
- Match growth options to a company's goals, strengths and weaknesses
- Articulate the management and financial challenges associated with growth

Students will demonstrate their understanding of the above through a combination of class discussion, individual and group assignments, including:

- Case analyses of small companies facing growth challenges
- A group project that develops a strategic growth plan for a Twin Cities business