

## **GEB 6115: Entrepreneurship**

**Course Objective:** (1) Explore the entrepreneurial process from the generation of creative ideas to exploring feasibility and the creation of an organization to implement the idea. (2) To explore the opportunities brought about by technology and the globalization of business. (3) To provide students with the basic tools to participate in an entrepreneurial venture

**Course Description:** We are in a very exciting time in our economy. Great leaps in technology, communications, biotechnology, computing and many other areas have totally redefined basic paradigms of business and have put increasing pressure on employees to be innovative and entrepreneurial. The driving force behind this transformed economy has been the entrepreneurial venture. The entrepreneurial venture finds a new technology or a new way to buy or sell or produce. It implements this idea in a small firm, often one started from the garage. The successful ones grow and have provided all of the job growth in the U.S. in the past ten years. Understanding these ventures requires a different set of tools than needed to understand the traditional large firm. Successful management becomes one of opportunity recognition, rather than problem solving. Management works in teams, often without a clear view of the source of capital they will need, and often new markets must be visualized and created.

**Prerequisites:** Graduate student

**Textbook:** Timmons and Spinelli, New Venture Creation.

**Assignments:** Working as individuals or teams of no more than 5 students, will look at the entrepreneurial process through cases and other assignments.

**Grading:** Team Grade 40%, Individual Assignments 20%, Final 20%, Class Discussion 20%