

MBA Concentration in Entrepreneurship

To be successful, future entrepreneurs need to be prepared to effectively address the broad range of challenges that lie ahead in their careers. Like any other discipline, entrepreneurship is comprised of discrete skills, strategies, and behaviors that can be modeled successfully. Much of the program's curriculum focuses on opportunity assessment, business plan development, and the sourcing of capital and is suitable for specializations in which there is a need for informed decision making, innovative management, and value generation. Participants will be given a cutting-edge education in entrepreneurial and innovative business practices and upon completion of the program, graduates will be able to effectively initiate, develop, grow and manage new ventures, either as start-ups, in the corporate environment or the non-profit sector.

The MBA Concentration in Entrepreneurship is open to MBA students only. **Students must complete courses as outlined below.**

Learning Goals and Objectives:

- I. Students pursuing the MBA Concentration in Entrepreneurship will be able to **define the entrepreneurial context for new venture creation including:**
 - (1) Identifying the mindset, attitudes and behaviors of successful entrepreneurs both domestically and abroad
 - (2) Outlining the legal, ethical, and social responsibilities of start-up organizations

- II. Students pursuing the MBA Concentration in Entrepreneurship will be able to **define the necessary steps for the recognition and evaluation of actionable new venture opportunities and assess the necessary resources required for launch including:**
 - (1) Calculating the feasibility of new venture opportunities
 - (2) Assessing the human, physical, and financial resources required to launch new ventures

- III. Students pursuing the MBA Concentration in Entrepreneurship will be able to **write and communicate effectively a plan for the growth and development of new ventures including:**
- (1) Writing a comprehensive business plan for the growth and development of new ventures that is clear, concise, grammatically correct and with convincing analysis
 - (2) Developing an effective pitch for the growth and development of new ventures including speaking in groups and in public clearly, concisely, grammatically correct, with convincing analysis and appropriate use of visual aids

Concentration Outline and Course Descriptions:

Required Courses (choose four):

- **Entrepreneurship (ENT 6006) – 2 Credits (Summer A / Summer B / Fall Mod 1)**
Practical, hands-on understanding of stages of entrepreneurial process. Focus on decision-making process within start-up company.
- **Integrated Technology Venture (ENT 6950) – 2 Credits (Full year commitment)**
(Must Contact Ted Astleford to Register: ted.astleford@warrington.ufl.edu)
The Integrated Technology Venture program (ITV) is a year-long interdisciplinary collaboration meant to emulate the earliest stages of a technology startup company. Students and faculty from business, engineering and law team up under the guidance of a volunteer CEO to work intensively with a technology invented by a University of Florida researcher.
- **Business Plan Formation (ENT 6116) – 2 Credits (Spring Mod 4)**
Professional development and preparation of company business plan. Full analysis of plan outside evaluation and ranking.
- **Global Entrepreneurship (ENT 6706) – 2 Credits (Fall Mod 1)**
Consideration of global market context in starting entrepreneurial ventures internationally.
- **International Study Program (GEB 6930) – 2 credits (Fall break)**
The Global Entrepreneurship Study Program is designed to introduce students to global entrepreneurial perspectives and cultural differences. By visiting various businesses and organizations, as well as participating in academic lectures, students will gain a more practical understanding of entrepreneurship as a global economic development engine from individuals who actually work within the entrepreneurial environment.

- **Product Development & Management (MAR 6833) – 2 Credits (Fall Mod 1 Open Enrollment / Fall Mod 2 MBA Only)**
Product development is an increasingly critical activity in most firms. Success at new product development can determine the survival of a firm. Unfortunately, an astonishingly large percentage of new products fail, and the cost of failure in dollar terms can be enormous. Our objective is to become as proficient as possible at managing the product development process.
- **Social Entrepreneurship (ENT 6506) – 2 Credits (Fall Mod 2)**
Process of starting, financing, assessing, and managing a succession of mission-based for-profit and no-for-profit ventures.
- **Venture Analysis (ENT 6016) – 2 Credits (Spring Mod 3)**
To explore and critique real-world examples of how new business ventures were conceived, started and run. To provide students with the analytical skills necessary to examine the structure and strategic and tactical activities of new business ventures.
- **Venture Finance (ENT 6416) – 2 Credits (Fall Mod 2 / Spring Mod 4)**
Capital structure and financing needs of Start-up Company as well as valuation of non-publicly traded companies, intellectual property.