

ENTREPRENEURSHIP ESHP

Department of Management Eli Broad College of Business and The Eli Broad Graduate School of Management

170 Startup: Business Model Development

Fall, Spring, Summer. 3(3-0) SA: BUS 170
Moving new concepts from idea to prototype in support of developing market value.

190 The Art of Starting

Spring. 3(3-0) RB: Interest in entrepreneurship. SA: BUS 190

Aspects of the entrepreneurial experience. The entrepreneurial mindset and the venture creation process. Foundation for getting a venture started, and understanding of what it takes to be an entrepreneur.

202 Entrepreneurship Abroad

On Demand. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.

Explores the entrepreneurial mindset through the lens of a different culture and different business norms through study abroad.

230 The Entrepreneurial Mindset

Summer. 3(2-0) P: BUS 190 SA: MKT 230, BUS 230

Components of entrepreneurship mindset. Steps in venture creation and idea generation. Methods for opportunity analysis and voice of consumer.

231 Venture Launch

Fall, Summer. 3(2-0) P: ESHP 230 or approval of department SA: MKT 231, BUS 231

Creating a minimum viable product. Market testing. Building a basic business model. Developing and executing a launch plan.

380 Entrepreneurship: Planning, Modeling, and Adaptive Execution

Fall, Spring. 3(3-0) P: ESHP 190 R:
Open to students in the Entrepreneurship and Innovation Minor. SA: MKT 380

Strategies for successful entrepreneurship, customer development process, risk mitigation procedures, new product development process, adaptive execution, engaging the marketplace.

480 Entrepreneurship Capstone Experience

Fall, Spring. 3(3-0) P: ESHP 190 or MGT 352 or CAS 114 or approval of department R: Open to students in the Entrepreneurship and Innovation Minor. SA: MSC 480, MKT 480

Entrepreneurship and business development projects. Defining marketing intangibles. Defining scope of work. Engagement management. Preparing deliverables for entrepreneurial firms. Working with entrepreneurs to solve real problems ranging from initial visioning and planning to grow to size.

490 Independent Study in Entrepreneurship

Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. P:

ESHP 190 or approval of department
Supervised program of independent research and application, in areas related to entrepreneurship and innovation.

491 Special Topics in Entrepreneurship

Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. P:

ESHP 190 or approval of department
Current and emerging topics in entrepreneurship and innovation.