ENTREPRENEURSHIP

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 sup-
port of developing market value.

190  The Art of Starting
Spring. 3(3-0) RB: Interest in entrepre-
neurship. SA: BUS 190
Aspects of the entrepreneurial experience. The en-
trepreneurial mindset and the venture creation pro-
cess. Foundation for getting a venture started, and
understanding of what it takes to be an entrepre-
neur.

202  Entrepreneurship Abroad
On Demand. 1 to 3 credits. A student may
earn a maximum of 6 credits in all enroll-
ments 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 ap-
proval 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 In-
novation Minor. SA: MKT 380
Strategies for successful entrepreneurship, cus-
tomer development process, risk mitigation proce-
dures, 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 Entrepreneur-
ship and Innovation Minor. SA: MSC 480,
MKT 480
Entrepreneurship and business development pro-
jects. Defining marketing intangibles. Defining scope
of work. Engagement management. Preparing deliv-
erables for entrepreneurial firms. Working with en-
trepreneurs to solve real problems ranging from ini-
tial visioning and planning to grow to size.

490  Independent Study in Entrepreneurship
Fall, Spring, Summer. 1 to 4 credits. A stu-
dent 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 stu-
dent 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.