

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.

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.