

# ENTREPRENEURSHIP PROGRAM

## Bachelor of Science in Entrepreneurship Degree

Entrepreneurs are agents and catalysts of economic, technological, and social progress that foster economic development and improve the quality of life. An entrepreneurial mindset - which involves being able to identify problems and opportunities, developing creative solutions, assembling resources, and organizing people to successfully create new businesses - is one of the most important skill set to be successful in the new economy of 21st century. In this program students are going to learn these skills as well as the in-depth knowledge of their functional (concentration) areas. Experiential learning will be emphasized throughout the program with courses involving consulting projects and internships with startups, and students will be ready to create a positive change in society either as start-up founders, or as corporate or social entrepreneurs, or as the leaders of their family businesses.

### Bachelor of Science in Entrepreneurship Degree Learning Goals:

#### 1. Leadership:

Graduates of the Bryant Bachelor of Science in Entrepreneurship program shall demonstrate leadership skills by (1) having the ability to work in and/or lead groups of individuals from diverse backgrounds and (2) having the ability to communicate effectively.

- 1.1.A. Students will lead teams effectively.
- 1.1.B. Students will work effectively as a member of a work team.
- 1.1.C. Students will recognize the value of different cultures and backgrounds and function effectively in a diverse workplace.
- 1.2.A. Students will demonstrate effective writing for business.
- 1.2.B. Students will demonstrate effective oral communications in business situations.
- 1.2.C. Students will use multimedia to support effective presentations

#### 2. Innovation and Problem Solving:

Graduates of the Bryant Bachelor of Science in Entrepreneurship program shall (1) have the ability to develop innovative solutions to complex problems and (2) have the ability to use information technology to analyze and solve business problems effectively.

#### Objectives (2.1):

- 2.1.A. Students will demonstrate problem solving skills by using qualitative and quantitative tools.
- 2.1.B. Students will demonstrate critical thinking skills by analyzing complex problems and recommending feasible solutions.
- Objectives (2.2):
- 2.2.A. Students will describe information system concepts and the role of information systems in supporting business processes and strategic initiatives.
- 2.2.B. Students will use information technology to formulate, analyze, and solve business problems

## Entrepreneurship Minor

The entrepreneurship minor is designed to give students a working perspective for small to medium-sized enterprises, including the development of new enterprises. This minor helps students cultivate an understanding of entrepreneurship and the traits of entrepreneurial leaders. All enterprises, irrespective of their profit motives, require a sense of entrepreneurialism, including planning and execution skills, people and resource management, long-term strategies and shorter-term objectives, and financing. The entrepreneurship minor is a means of creating that base understanding of enterprise management.

### Faculty

#### Professor

David Beausejour  
Professor, Accounting

#### Professor

Lori Coakley  
Professor, Management

#### Professor

Michael Roberto  
Professor, Management

#### Professor

Hakan Saraoglu  
Professor, Finance

#### Associate Professor

Kenneth Sousa  
Associate Professor, Information Systems and Analytics

#### Assistant Professor

R. Isil Yavuz  
Assistant Professor, Management and Program Coordinator

#### Lecturer

Adam Rubin  
Lecturer, Management

Bachelor of Science in Entrepreneurship Degree

## Minor

- Entrepreneurship Minor

### Courses

#### ENT 280. Creating a New Venture. 3 Credit Hours.

This course emphasizes the following major topics: searching the environment for new venture opportunities; matching an individual's skills with the new venture; evaluating the viability of the new venture; writing a business plan; financing and starting the new venture.

Prerequisites: BUS 100 and Sophomore Standing

Session Cycle: Spring

Yearly Cycle: Annual.

**ENT 380. Entrepreneurial Marketing. 3 Credit Hours.**

This course examines key concepts, methods, and strategic issues relevant for start-up and early stage entrepreneurs. It examines the unique challenges facing entrepreneurs including, but not limited to, creation of a customer base; creating products or services with limited financial resources; understanding that conventional marketing techniques are likely prohibitive or, at a minimum, constrained by availability of money, manpower and time; marketing decision-making in the face of high levels of uncertainty and ambiguity.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing  
Session Cycle: Fall, Spring  
Yearly Cycle: Annual.

**ENT 381. Entrepreneurial Finance. 3 Credit Hours.**

The important role of entrepreneurship in any economy has been well documented and is of interest to business persons, government, and society at large. Financing and growing a new venture—whether inside or outside the corporate structure—is a difficult, yet passionate task. Not all finance specialists have an entrepreneurial bent, while not all entrepreneurs have a financial background. This course introduces entrepreneurial finance, both for finance specialists seeking to learn more about entrepreneurial finance and for entrepreneurs seeking to learn more about the financial aspects of innovation and business growth. Based on an understanding of all the financial areas of entrepreneurial business, we apply the tools and analytic techniques of these areas to the new venture creation and growth processes with a global perspective.

Prerequisites: FIN 201 or FIN 201G and junior standing  
Session Cycle: Fall, Spring  
Yearly Cycle: Annual.

**ENT 382. Entrepreneurship in Action. 3 Credit Hours.**

This course offers students to team up with student entrepreneurs in an incubator-like environment and to experience the realities of building a startup company. Students gain hands-on experience in different aspects of business, such as selling, product development, financial modeling, fundraising, while working with a student entrepreneur and a robust group of mentors. This course offers a unique and challenging "hand-on learning experience and allows for reflection on students' personal abilities, and their self-efficacy as entrepreneurs. This course requires instructor approval.

Prerequisites: Instructor approval  
Session Cycle: Spring  
Yearly Cycle: Annual.

**ENT 481. Creating a New Venture. 3 Credit Hours.**

This course emphasizes the following major topics: searching the environment for new venture opportunities; matching an individual's skills with the new venture; evaluating the viability of the new venture; writing a business plan; financing and starting the new venture.

Prerequisites: Senior Standing  
Session Cycle: Fall  
Yearly Cycle: Annual.

**ENT 482. Managing a New Venture. 3 Credit Hours.**

A study in the management of the new business from its birth to its early adulthood, this course develops students' skills as a general management and entrepreneurial leader. The cases cover a diverse set of industries and a spectrum of sizes ranging from very small firms to quite substantial firms with hundreds of employees. The cases also involve a variety of operating, financing, and marketing disciplines.

Prerequisites: ENT 380 and ENT 381 or ENT 481 and Senior standing  
Session Cycle: Spring  
Yearly Cycle: Annual.

**ENT 484. Entrepreneurship Practicum. 3 Credit Hours.**

The Entrepreneurship Practicum is an experiential course designed to allow students to apply their theoretical knowledge to real-life companies. Students in small teams of three-to-five students will be assigned to a local startup. The students, coached by their instructor, meet with the firm, will do due diligence on the company, write a business plan, and prepare a pitch deck to be presented to the investors or potential acquirers. This course will allow students to be fully immersed in developing entrepreneurial skills and learning from successful entrepreneurs.

Prerequisites: ENT 280, ENT 380 and ENT 381 and Senior Standing  
Session Cycle: Spring  
Yearly Cycle: Annual.

**ENT 497. Directed Study in Entrepreneurship. 3 Credit Hours.**

This course allows seniors concentrating in Entrepreneurship to do an in-depth study or research under the direction of a faculty member in Entrepreneurship.

Prerequisites: ENT 380 and ENT 381; an overall GPA of 3.0 or higher; approval of a supervising faculty member; and approval of the department coordinator.