

# ENTREPRENEURSHIP PROGRAM

## Concentration in Entrepreneurship

The goal of the entrepreneurship student is to develop an understanding of the strategic, tactical, and analytic traits necessary to make sound business decisions in new entities. Perfecting these traits becomes both more difficult and more rewarding with globalization where cultural and technological change help shape business strategies while dramatically expanding the market for your enterprise.

Successful entrepreneurs typically demonstrate a blend of innovation and research, leadership and personnel management, marketing and selling, and financial abilities. Those entrepreneurs must now shepherd global resources to achieve the organization's objectives. Globe-spanning resources force entrepreneurs to have a better handle on how to motivate and coordinate them.

The entrepreneurship curriculum builds on the highly successful First Year Gateway coursework, while using ENT 300-level coursework to broaden a student's understanding of the necessary business areas. The Capstone sequence, ENT 481 and ENT 482, leverage the GFOB 100 base, as well as his/her work in ENT 300-level courses. This top-level series of courses emphasize every aspect of building and managing a new enterprise.

## Objectives

Entrepreneurship students must:

- Understand the business concepts necessary for successful management and leadership of firms ranging in size from newly-formed ventures to mid cap publicly (or privately) held firms.
- Identify the traits of entrepreneurs and compare those with the traits of large-firm leaders, noting the differences in both day-to-day styles and needs, as well as differences in the strategic objectives and outcomes.
- Develop an appropriate set of strategic priorities when sourcing a new firm, ranging from product/ service development to human resource and operations management to marketing and sales objectives and to financing the venture and managing cash flow.

## 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

### Coordinator, Entrepreneurship Program

Lou Mazzucchelli

### Professor

David Beausejour

Professor, Accounting

### Professor

Lori Coakley

Professor, Management

### Professor

Michael Roberto

Professor, Management

### Professor

Hakan Saraoglu

Professor, Finance

### Associate Professor

James Segovis

Associate Professor, Management

### Associate Professor

Kenneth Sousa

Associate Professor, Information Systems and Analytics

### Lecturer

Lou Mazzucchelli

Lecturer, Management

## Concentration

- Entrepreneurship Concentration (<http://catalog.bryant.edu/undergraduate/collegeofbusiness/entrepreneurshipprogram/entrepreneurshipconcentration>)

## Minor

- Entrepreneurship Minor (<http://catalog.bryant.edu/undergraduate/collegeofbusiness/entrepreneurshipprogram/entrepreneurshipminor>)

## Courses

### 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 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 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.