

MASTER OF SCIENCE IN ENTREPRENEURSHIP

Overview

The 9-month Master of Science in Entrepreneurship degree program is suited for students from all academic backgrounds and disciplines that aspire to launch their own ventures. This 9-month launchpad follows the four-stage startup process of opportunity identification, ideation, testing and developing a business model. Combining theory and experiential learning, this program equips students with the tools, skills, and connections in order to launch their own venture.

Admissions Requirements

Admission based on academic preparation (GPA); GMAT/GRE not required; and recommendations by faculty or advisors are accepted. Students are required to have a bachelor's degree. TOEFEL required for international students.

Curriculum Requirements

Code	Title	Credit Hours
Required Courses		
BSL 693	Intellectual Property Law and Innovation (New Course: IP Law and Innovation)	2
BTE 614	Launching a High Tech Venture (NEW COURSE: Launching High Tech Ventures)	2
FIN ## (NEW COURSE: Entrepreneurial Finance) 608 ITW		2
MGT 604	Design Thinking	2
MGT 624	Negotiation Strategies	2
MGT 626	Business Model Innovation Value Creation (NEW COURSE: Business Model Innovation & Value Creation)	2
MGT 627	Entrepreneurial Strategy (NEW COURSE: Entrepreneurial Strategy)	2
MKT 648	New Product Development	2
The Startup Project		4
MGT 629	Start-up Project (The Startup Project)	
Electives		10
Total Credit Hours		30

Sample Plan of Study

Year One		Credit Hours
Fall		
FALL SESSION I		
BSL 693	Intellectual Property Law and Innovation (IP Law and Innovation)	2
MGT 604	Design Thinking	2
MGT 626	Business Model Innovation Value Creation (Business Model Innovation & Value Creation)	2
MGT 629	Start-up Project (The Startup Project)	1
FALL SESSION II		
MGT 627	Entrepreneurial Strategy (Entrepreneurial Strategy)	2
MGT 629	Start-up Project (The Startup Project)	1
MKT 648	New Product Development	2
Elective		2
Credit Hours		14
Spring		
SPRING SESSION I		
FIN ###	Entrepreneurial Finance	2
MGT 624	Negotiation Strategies	2
MGT 629	Start-up Project (The Startup Project)	1
Elective		3

SPRING SESSION II		
BTE 614	Launching a High Tech Venture (Launching High Tech Ventures)	2
MGT 629	Start-up Project (The Startup Project)	1
Elective		3
Elective		2
Credit Hours		16
Total Credit Hours		30

Mission

The program seeks to provide students with a hands-on, robust, and sophisticated understanding of the entrepreneurial process of opportunity recognition, ideation, and developing a business model along with the negotiation strategies needed in order to communicate with investors.

Student Learning Outcomes

1. Students will successfully apply design thinking methodology
2. Students will enhance ability to develop a new business model
3. Students will develop strategic thinking skills on how to position the business
4. Students will enhance negotiation skills
5. Students will develop the ability to pitch the new venture idea to investors