

BA 199: INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP

“Innovation” and “Entrepreneurship” are the fastest growing and potent forces impacting all socio-economic activity throughout the world. This course is designed to appeal to and benefit students through a greater understanding of innovation and entrepreneurship concepts and how to apply them within any chosen academic or career focus. Students learn how entrepreneurship has brought forward life-changing innovations that are now woven into their lives and often taken for granted. Students investigate the many drivers of entrepreneurs, entrepreneurial endeavors and resulting innovations. Building upon this historical perspective, the course introduces established foundational elements of the entrepreneurial process and supporting business management fundamentals. Finally, students are challenged to creatively stretch and apply their new perspective of innovation to explore opportunities and define new products, services, and organizations that can provide identifiable value to others.

BA 410: NEW BUSINESS PLANNING

This course takes students through the process of creating and developing venture concepts for new products and services that can serve as the foundation of a new and sustainable organization. These new venture concepts can include traditional commercial enterprises, forms of artistic expression or social and environmental initiatives both for-profit and non-profit. The goal of this course is to provide students with opportunities to create new value by leveraging their own unique skills and talents through a solid foundation of entrepreneurial concepts and sufficient application of business basics. Finance, accounting, marketing and management topics are addressed from an entrepreneurial perspective. The course relies on classroom discussion, participation, guest speakers, basic case analysis, and the creation of a business plan based on students’ specific areas of interest.