ENTREPRENEURSHIP
MANA 5339

Do you want to understand how entrepreneurs in both start-up and corporate environments turn innovative ideas into new ventures?

Not today? …you might in the future!

(Business Week finds that most MBA students who start new ventures do so 4-5 years after graduating. Entrepreneurship courses help them side-step obstacles and avoid mistakes.)

Be prepared! Hone your entrepreneurship skills now! Enroll in Entrepreneurship and Enterprise Development (MANA 5339) this Fall. Instructor permissions will be granted.

Course Description
Entrepreneurship and Enterprise Development (MANA 5339) is designed to help you understand how to identify and assess new venture opportunities either in start-up or corporate environments. You will consider the attributes of entrepreneurs and the role of entrepreneurship in the economy. You will understand: how to select between starting-up, franchising, or buying a business; how to use debt and equity financing; how to assess the market and financial feasibility of the new venture; and how to staff and lead the growing company. The cornerstone of the course will be a feasibility report that leads to a business plan for a new venture of your choice. You may explore either an original new venture idea, an interest in understanding how to make an already existing venture model succeed, or a new business opportunity in need of assessment for your current employer.

Course Instructor
Dr. Susanna Khavul will be the instructor for this course. Dr. Khavul is an assistant professor in the Management Department at the University of Texas at Arlington. She is the recipient of numerous awards for her teaching and research. These awards include: “Excellence in Entrepreneurship Teaching Award” from the Foundation of Entrepreneurial Management, the Academy of Management’s Heizer Award for “Outstanding Research in the Field of New Enterprise Development,” and the Taylor & Francis Publisher’s Award for “Best Research on Venture Capital.” Dr. Khavul has appeared as a commentator on CNBC and her work has been discussed in Business Week, The Wall Street Journal, The Financial Times, and Bloomberg. She is a former senior member of a venture capital and investment banking firm. In the early 1990s, she was the director of a seventeen country economic and business development program. For the last twenty years, she has been a director in a residential real estate and land development corporation. She frequently consults for both industry and government on innovation, technology commercialization, and start-up finance.