

Entrepreneurship Concentration

Overview

Entrepreneurship is, at its core, a creative activity. It involves starting a *new* venture with an *innovative* idea – frequently for a market *that currently does not exist*. As a result, the entrepreneurship concentration at Pepperdine’s Graziadio School of Business and Management is built upon courses designed to help you tap into your creativity, and then translate your creative vision into a real business that not only produces wealth, but also allows you to express your personal values.

The first two courses assist you in discovering *your own* brainchild – a personally compelling venture idea with large market potential. These are followed by three courses to help you flesh out a business model that will generate profits, build your organization and make connection with your market. Your final step is a course that pulls it all together, resulting in a business plan that you present to a panel of angel and venture capital investors.

Course Descriptions

The first two classes (i.e., ENTR 661 and ENTR 662) *must* be taken in sequence and precede the others. The capstone (i.e., ENTR 667) *must* be taken last upon completion of the other five. The other three (i.e., FINC 663, ENTR 664, and MKTG 665) may be taken concurrently or in any order, but are best taken in sequence starting with FINC 663, followed by ENTR 664 and ending with MKTG 665.

ENTR 660 Opportunities for Entrepreneurship Seminar Series (0)

The course offers seminars designed to help students find personally compelling, high-potential ideas for new ventures. Each seminar will provide an overview and basic explanation of a cutting-edge technology or field of inquiry, and discuss a broad range of potential applications for new products and services. This immersion experience will assist students in discovering market problems that might be solved by new ventures utilizing the technologies presented in the seminar.

ENTR 661 Entrepreneurship and the Generation of New Venture Ideas (2)

This is an introductory course focusing on the individual entrepreneur, the generation of innovative business ideas, the protection of intellectual property, the process of venture creation, and the role of entrepreneurship within society. Students will acquire the skills and process knowledge needed to create innovative for-profit solutions to real-world market opportunities, and to pitch their ideas.

ENTR 662 The Feasibility of New Venture Ideas (2)

The course concentrates on testing the personal, technical, financial, and market feasibility of entrepreneurial ideas generated to address perceived opportunities in the market. Students will learn how to assess the personal desirability, technical difficulty, financial viability, and market demand for products and services that are new to market, and/or for which no market currently exists. Prerequisite: ENTR 661 Entrepreneurship and the Generation of New Venture Ideas.

ENTR 664 Managing Entrepreneurial Ventures (2)

The course highlights the foundational principles and best practices for managing the start-up process, determining the organizational structure, planning operations, handling compensation and human resources, and exiting a new venture. Students will learn how to organize a new business, as well as how to select, train, compensate, and promote employees. Prerequisites: Students concentrating in Entrepreneurship must have completed ENTR 661 Entrepreneurship and the Generation of New Venture Ideas and ENTR 662 The Feasibility of New Venture Ideas. Open to all other Graziadio School students with no prerequisites.

FINC 663 Financing Entrepreneurial Ventures (2)

This course addresses issues related to financing small business enterprises, family firms and entrepreneurial ventures. Various sources of available financing are examined including commercial banks, venture capital, angels, and government financing. In addition, collateralizing the firm's assets for financing, such as inventory and receivables financing equipment financing, and real estate financing, is discussed. The Initial Public Offering (IPO) process is examined as a means for growing enterprises to continue by accessing public capital markets. A major focus of the course is creating effective business plans to secure financing. For those pursuing an Entrepreneurship Concentration ENTR 661 Entrepreneurship and the Generation of New Venture Ideas and ENTR 662 The Feasibility of New Venture Ideas should be taken prior to this course. Prerequisites: Full-Time - ACCT 602 Cost Accounting or equivalent, and FINC 604 Managerial Finance or FINC 614 Finance or FINC 614b Advanced Financial Management. Fully Employed - FINC 655 Financial Management of the Firm, or ACCT 500 Advanced Topics: Accounting and FINC 502 Advanced Topics: Finance.

MKTG 665 Marketing Entrepreneurial Ventures (2)

Recognizing that many managers today find themselves working in the context of start-ups or smaller businesses generally, this course will examine the unique marketing challenges present in such circumstances. In addition to examining the marketing of the entrepreneurial venture's products, the use of marketing concepts in efforts at attracting resources such as financial and human to the entrepreneurial venture will be explored. For those pursuing an Entrepreneurship Concentration ENTR 661 Entrepreneurship and the Generation of New Venture Ideas, ENTR 662 The Feasibility of New Venture Ideas should be taken prior to this course. Prerequisites: Full-Time - MKTG 605 Marketing Management or MKTG 615 Marketing. Fully Employed - MKTG 658 Marketing Management (may be taken concurrently).

ENTR 667 New Venture Creation (2)

This is a capstone course designed for students actively involved in creating a new business. Students will complete a business plan around a personally compelling, high-potential venture idea, to be presented to a panel of venture capitalists and angel investors for potential funding. Prerequisites: Open only to students pursuing a concentration in Entrepreneurship and who have completed ENTR 661 Entrepreneurship and the Generation of New Venture Ideas, ENTR 662 The Feasibility of New Venture Ideas, FINC 663 Financing Entrepreneurial Ventures, ENTR 664 Managing Entrepreneurial Ventures, and MKTG 665 Marketing Entrepreneurial Ventures