

## **COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (MBA)**

### **ENTREPRENEURSHIP DEVELOPMENT (ED)**

#### **ED 6001: Entrepreneurial Mindset and Behavior**

*Pre-requisite: MBA 5314*

This course is designed to introduce students to the mindset and behavior of successful entrepreneurs. Students will learn to cultivate an entrepreneurial mindset, including creativity, innovation, risk-taking, and opportunity recognition. They will explore the characteristics and traits of successful entrepreneurs and how to develop these qualities in themselves. The course covers entrepreneurial decision-making, problem-solving, leadership, and the importance of networking and building relationships in the entrepreneurial ecosystem. They will learn to identify market opportunities and develop innovative solutions to meet customer needs. This course aims to give students a foundation in entrepreneurial thinking and behavior, preparing them to pursue entrepreneurship careers or contribute entrepreneurial thinking to existing organizations.

#### **ED 6002: Accounting for Entrepreneurs**

*Pre-requisite: MBA 5314*

This course provides students with a solid understanding of accounting principles and practices for entrepreneurs. Students will learn how to develop and analyze financial statements, including balance sheets, income statements, and cash flow statements. They will also explore topics such as financial analysis, budgeting, forecasting, and financing options for new ventures. The course covers various business structures and tax implications, including sole proprietorships, partnerships, corporations, and limited liability companies. Students will gain practical experience using accounting software and tools to manage financial data and make informed business decisions. They will also explore the impact of financial decisions on the overall business strategy and goals. In short, this course provides students with the knowledge and skills to understand and manage the financial aspects of starting and growing a new venture.

#### **ED 6003: New Venture Development**

*Pre-requisite: MBA 5314*

This course focuses on the practical aspects of developing a new venture, including creativity, business planning, and launch strategies. Students will learn how to identify and evaluate market opportunities, conduct market research, and develop a business plan that includes a marketing plan, financial projections, and operational strategies. They will explore various forms of funding and financing options, including venture capital, angel investors, and crowdfunding. The course covers legal considerations, such as intellectual property rights, contracts, and regulatory compliance. Students will gain practical experience in developing a business plan, pitching to investors, and launching a new venture. Therefore, this course aims to provide students with the tools and skills to successfully start and grow a new business. Students will develop an understanding of the critical aspects of new venture development, including market analysis, financial planning, and fundraising, and gain practical experience in developing a business plan and pitching to investors.

#### **ED 6004: Entrepreneurial Finance**

*Pre-requisite: MBA 5314*

This course gives students an in-depth understanding of financial management for entrepreneurial ventures. Students will learn about the different sources of financing available to entrepreneurs, such as venture capital, angel investors, and traditional bank loans. They will explore how to develop and evaluate financial projections, assess financial risks, and make informed financial decisions. The course covers topics such as financial statement analysis, cash flow management, valuation, and exit strategies. Students will gain practical experience using financial modeling software to develop financial projections and create investor pitch decks. Students will learn how to develop and execute financial strategies that support their business objectives and ensure long-term sustainability. This course provides students with the financial management skills necessary to start and grow a new venture successfully.

**ED 6005: Economics for the Entrepreneurs**

*Pre-requisite: MBA 5314*

This course introduces students to the fundamental principles of micro and macroeconomics and how they apply to entrepreneurship. Students will learn about supply and demand, market structures, pricing strategies, and international trade. They will explore how economic policies and regulations impact the business environment and how entrepreneurs can adapt to changing economic conditions. The course covers topics such as cost analysis, market research, competitive analysis, and strategic planning. Students will gain practical experience using economic principles to make informed business decisions and develop effective business strategies. Students will learn how to identify and evaluate market opportunities, assess the feasibility of new ventures, and make informed decisions about pricing, production, and distribution. This course aims to give students a solid understanding of economic principles and how they apply them to entrepreneurial ventures.

**ED 6006: Consumer Behavior and Digital Marketing**

*Pre-requisite: MBA 5314*

This course provides students with an understanding of the fundamental principles of consumer behavior and how to develop effective digital marketing strategies. Students will learn about the different stages of the consumer decision-making process, such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The course covers topics such as market segmentation, targeting and positioning, brand management, search engine optimization, social media marketing, and email marketing. Students will gain practical experience in developing digital marketing campaigns, analyzing consumer data, and evaluating the effectiveness of marketing strategies. Students will learn to use digital marketing tools and platforms to reach their target audience and build brand awareness.

**ED 6007: E-commerce**

*Pre-requisite: MBA 5314*

This course gives students an understanding of electronic commerce (e-commerce) and its role in modern business operations. Students will learn about the different types of e-commerce models, such as business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). They will explore the various components of e-commerce, such as payment systems, security, and logistics. The course covers topics such as e-commerce platforms, e-commerce marketing, and e-commerce analytics. Students will gain practical experience using e-commerce platforms to create and manage online stores, develop e-commerce marketing strategies, and analyze e-commerce data. Lastly, this course aims to provide students with the knowledge and skills necessary to leverage e-commerce to support business growth and success.

**ED 6007: Marketing Research for Entrepreneurs**

*Pre-requisite: MBA 5314*

This course focuses on the importance of marketing research in entrepreneurship and new venture development. Students will learn about different research methods, such as surveys, focus groups, and observation. They will explore how to develop research questions, collect data, and analyze data to inform marketing decisions. The course covers topics such as market segmentation, targeting and positioning, product development, and pricing strategies. Students will gain practical experience in conducting market research to support marketing decision-making. This course aims to give students the skills to conduct marketing research and use the insights gained to develop effective marketing strategies for new ventures.

**MIS 6001: Management Information Systems**

*Pre-requisite: MBA 5104*

This course introduces concepts of information systems as used in the management of organizations. It diagnoses and identifies different management hierarchies to develop information and control systems. Information models of various types are introduced, from the data processing environment to decision support to knowledge-based systems.

**MIS 6007: Business Intelligence and Decision Support System**

*Pre-requisite: MBA 5104*

This course examines professional and managerial people's decision-making process and workgroup activity, the tools, and techniques available in information technology to support these processes, and when they can be advantageously used. Many executive support systems do not achieve their intended

objectives because of the cultural and organizational issues involved in using Information Technology tools and techniques. The course has a technical component in which students gain practical knowledge and experience in decision support and business intelligence systems using BI software.