

ENTREPRENEURIAL STUDIES

Academic Year

2011-2012

School

Bill Greehey School of Business [School Web site](#)

School Dean

Tanuja Singh, D.B.A. tsingh@stmarytx.edu

Department

Algur H. Meadows Center for Entrepreneurial Studies

Department Chair

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Description of Program/Major

Small business is the mighty engine of the U.S. economy, providing a substantial number of employment opportunities and unlimited potential for entrepreneurs. Entrepreneurship is a people-oriented career that requires excellent communication skills and the ability to work well with others. The entrepreneurial studies program at St. Mary's is designed to prepare an individual seeking career fulfillment through the establishment of his or her own business rather than being a part of a corporate or institutional staff. Students in the entrepreneurial studies program gain the knowledge and skills necessary to launch their own venture, analyze the market, and solve real-life problems in business. Students gain valuable organizational tools in order to focus on good project management, and to identify and capture new markets and start-up companies.

Degree Requirements

Core Curriculum (SMC)

St. Mary's University Core (30 Hours)

All St. Mary's Core SMC13## "Reflection" courses must be completed before registering for SMC23## "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order.

SMC 1301	Foundations of Civilization	3
SMC 1311	Foundations of Reflection: Self (Formerly PL 1310)	3
SMC 1312	Foundations of Reflection: Nature	3
SMC 1313	Foundations of Reflection: Others	3
SMC 1314	Foundations of Reflection: God (Formerly TH 2301)	3
SMC 2301	Foundations of Practice: Ethics (Formerly PL 2332)	3

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SMC 2302	Foundations of Practice: Civic Engagement and Social Action	3
SMC 2303	Foundations of Practice: Fine Arts and Creative Process (Formerly FA 1101, FA 1102, FA 1103)	3
SMC 2304	Foundations of Practice: Literature	3
SMC 4301	Capstone Seminar: Prospects for Community and Civilization	3

School Specific Core (SSC)

Bill Greehey School of Business School Specific Core (21 Hours)

Social Sciences	EC 2301, EC 2302	6
Composition and Rhetoric (grade of "C" or better)	EN 1311, EN 1313 (for international students)	3
Literature	EN 23XX	3
Mathematics	MT 1305 Finite Math	3
Theology	Advanced Theology 33XX	3
Speech	MN 3320 Business Communications	3

Bill Greehey School of Business School Common Body of Business Knowledge (42 Hours)

AC 2310	Introduction to Accounting I	3
AC 2320	Introduction to Accounting II	3
AC 3331*	Accounting Information Systems	3
BA 1310	Fundamentals of Business Enterprise	3
BA 3351*	Legal Environment of Business	3
BA 4334*	Business Ethics	3
BA 4380*	Business Policy and Strategy	3
FN 3310*	Corporate Finance	3
IB 3321*	US Business in Interdependent World	3
MT 1306	Calculus for Business	3
MK 3310*	Principles of Marketing	3
MN 3330*	Organizational Behavior	3
QM 3320*	Business Statistics	3
QM 4330*	Operations Management	3

*Junior Standing

Four Year Degree Plan

[Sample 4-year degree plan](#)

Department Courses and Descriptions

The Free Enterprise System (1)

EP 3110

Develops a philosophical perspective of the objectives, functions, and challenges of the American free

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enterprise system. Students learn past, present, and probable future of individual freedom and as historical perspective of economic activity within an ethical frame work. Required of all EP majors.

Innovation& Creat Problem Solv (1)

EP 4100

The entire development process from idea, to product development and patent, to identifying potential markets and commercialization is explored. Business opportunities through innovation and invention are identified. Unique ways to solve problems are examined. Creativity and aspects of systems thinking are used to put a new spin on existing products, markets, and problem solutions.

Financing the Entrepre Venture (1)

EP 4110

The following topics are investigated: sources of venture capital; differences between debt and equity financing; managing and differentiating between personal and business finances; understanding financial responsibilities of business ownership. Prerequisite: FN 3310

Internt'l Entrepreneurship (1)

EP 4120

Topics covered include: global expansion of entrepreneurial ventures; methods of small business globalization. Opportunities and risks of global expansion; barriers to entry; impact of globalization on all business functions. Prerequisite: IB 3321W

Franchising (1)

EP 4130

Topics covered include: analyzing the franchising option; advantages and disadvantages of franchising; the process of franchising; sources of information.

Family Owned/Closely Held Busi (1)

EP 4140

Topics covered include: unique opportunities and challenges of family owned/closely held businesses. role of founder and other members; succession planning; work/personal conflict issues.

Law and Ethics for Entrepreneu (1)

EP 4150

Topics covered include: Unique legal issues of establishing a new venture such as licensing and zoning; legal forms of business; types of corporations; business partner relationships and contracts; protecting intellectual property rights; ethical dilemmas faced by business owners.

Venture Manage of Tech&MIS (1)

EP 4160

Topics covered include: Technology based start- ups; how to effectively use technology to manage and expand the reach of a business; using the Internet and computer software to obtain information; managing information with technology.

Networking & Comm for Entrepre (1)

EP 4170

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Topics covered include: unique communication skills needed by entrepreneurs; how to establish a good network of suppliers, customers, investors, and other business owners; how to maintain a supportive network.

Managerial Account for Entrepr (1)

EP 4180

Topics covered include: skills in managing inventory, operations, plant and equipment, assets and liabilities; utilizing information for decision-making, controlling, and planning. Prerequisite: AC 2310, AC 2320

Human Resources Issues for Ent (1)

EP 4190

Topics covered include: human resources planning, selection, and training; compensation management, health and safety, and relevant employment laws. Prerequisite: BA 3325W or MN 3330

Marketing for Entrepreneurs (1)

EP 4195

Topics include: Skills in conducting primary marketing research, surveys, sampling, and statistical analysis; advertising and promotion; product and sales control research. Prerequisite: MK 3310

Special Topics in Entrepr St (1)

EP 4199

A study of selected topics in entrepreneurship. Specific subject is indicated each time the course is offered.

Management Consulting (3)

EP 4320

Student teams act as consultants to businesses to analyze the various functions of business as they pertain to endeavors. Managerial awareness and analytical skills in business problem solving are developed. (Fall; Spring) Prerequisites: Senior standing and consent of instructor. Open only to students pursuing a B.B.A. degree.

Internship in Entrepreneurial (3)

EP 4375

The opportunity to gain knowledge through experiential activities in entrepreneurial businesses. Cooperation with entrepreneurs in monitoring and gaining work experience aimed at supplementing the learning process. Prerequisite: minimum over all GPA of 2.8. Pass/No Pass credit is given. (Fall; Spring; Summer)

Business Plan Develop&New V Cr (3)

EP 4391

Students learn how to initiate a new business venture by developing business plans, analyzing case studies, lectures, and guest speakers. Each student will develop a unique and comprehensive business plan. Prerequisites: AC 2310, AC 2320, EC 2301, EC 2303, FN 3310, BA 3325W, MN 3330, MK 3310

Social Entrepreneurship (3)

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EP 4392

This course applies knowledge and skills developed in EP4391: Business Plan Development & New Venture Creation, for the purpose of developing new products or services that contribute to the solution of a social problem. Determining economic and social value is an entrepreneurial exercise. In this course student teams will write a functional, comprehensive plan that addresses a predetermined social issue. The plan will demonstrate potential value for all critical stakeholders. Prerequisite: EP 4391.

Small Business Growth&Manage (3)

EP 4396

Students learn how to grow and manage businesses from the day they open until they are relatively mature. The business plan developed in EP 4391 can be applied in this course to discuss issues such as succession management to illustrate the principles of growth, adaptation, and change. Lectures, case studies, and speakers will be utilized. Prerequisites: AC 2310, AC 2320, EC 2301, EC 2303, FN 3310, BA 3325W, MN 3330, MK 3310

Building World Class Ideas&Org (3)

EP 4397

Students learn how to apply their natural strengths and interests toward creating new ventures. Sources of innovation are discussed as well as forms of capital. Each student develops a product/service idea and then learns how to build an organization around it. There is an emphasis on social entrepreneurship, which carries over into other E-Scholar classes and activities of the program. Prerequisite: Admittance into the E-Scholar Program.

Global Entrepreneurship (3)

EP 4398

This course is designed to prepare students in the E-Scholar Program at St. Mary's University to acquire the necessary tools to conduct international business successfully. Specifically, this course focuses on the skills and knowledge useful for developing a new global business. Using the perspectives of a startup entrepreneur we will examine the key success factors in creating a new business in one or more non-US countries, as well as understand the differences and similarities between global entrepreneurs. The emphasis of the course is on analyzing how markets and competition (the economic dimension), power (the political dimension), and culture (the social dimension) influence start up decisions around the world. Prerequisite: Admission into the E-Scholars Program, EP 4397

Department Faculty

[Entrepreneurial Studies Faculty Website](#)

Department Website

[Entrepreneurial Studies Website](#)