

Entrepreneurship and Innovation Certificate

2022-2023 Course Listing

Course Name	Credits	Course Description
Required Core Classes – Choose 4 credits from the following courses		
BUS634 Sustainable Venturing and the New Energy Economy	2	BUS634 integrates intellectual foundations of economics with entrepreneurial thinking and applied knowledge of the energy industry. It examines the economic drivers, industry structures, and competitive dynamics of sustainable enterprise with an emphasis on renewable and sustainable energy. Through simulations, readings, examples, and assignments, the course also focuses on specific venture strategies that are being utilized to capture economic opportunities in these and other sectors. Course objectives include: <ul style="list-style-type: none"> • Recognize the economic sources of social and environmental problems and the transformation necessary to eliminate those underlying conditions. • Develop an understanding of the role of entrepreneurs in resolving market failures and social and environmental problems, and in transitioning to a more sustainable economy. • Discover the economic opportunities present in the resolution of social and environmental issues and the specific means of capturing those opportunities. • Become familiarized with sustainable and renewable energy and the technical, economic, and competitive issues associated with related technologies and business models.
BUS 646 Building Value thru Creativity and Innovation	2	In BUS 646, students will develop their skills and abilities relating to the creation of new value in new and existing organizations as they learn about theoretical conceptualizations of creativity and innovation as well as the processes and practices that underlie the fostering of creativity and innovation in the workplace. Student takeaways include: <ul style="list-style-type: none"> • Problem-solving techniques, group processes, and environmental conditions related to creativity in organizations • Processes underlying innovative organizations and their role in creating value in an organization • Process involved in managing creativity or innovation effectively • Organizational practices that facilitate creativity and innovation • Pathways in which organization can better innovate and create value
BUS 664 Entrepreneurship and New Venture Creation (for non-MBA students only)	2	Develop skills in salient dimensions of new venture creation—especially as it relates to creating value through entrepreneurship. Provides the tools to develop capabilities related to entrepreneurial action and to apply these capabilities to build and create value when opportunities arise. Learn about theoretical conceptualizations of entrepreneurship.

BUS 665 Integrative Applications for Business Impact (for students admitted to the MBA program only)	2	<p>BUS665 contributes to a graduate education by synthesizing knowledge from various courses and applying it to business practice. The objectives of the course are achieved through the presentation of content and experiential learning, with emphasis on the development of a plan for a business venture. A primary goal of this course is to apply and integrate MBA program concepts, and this course enables students to understand and utilize the knowledge gained from prior courses. Course objectives include:</p> <ul style="list-style-type: none"> • Evaluate the attractiveness of new business opportunities with respect to their potential market, competitive advantage, management team, and value creation. • Identify and analyze types of innovation and business models and be able to (i) integrate these concepts into the design of entrepreneurial ventures and (ii) assess investment opportunities. • Understand the process of launching a new venture, including market analysis, building a team, attracting resources, product development, financing, and business planning. • Determine an initial market entry strategy and write a business plan or its components for a new venture. Present a business pitch to experts, investors, partners, or lenders. • Integrate and apply the learnings from the MBA program and understand which learnings apply to different aspects of the value creation process.
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Course Name	Credits	Course Description
Elective Courses – Choose 5 credits from the following courses		
BUS 602 Dynamic Decision Making	2	<p>In BUS 602, students not only learn about theories regarding decision making process and heuristics and biases but will enhance their qualitative and quantitative decision-making capabilities. Student takeaways include:</p> <ul style="list-style-type: none"> • Rules and processes to help when faced with complex decisions. • Understand theories of decision analysis to avoid biases and navigate heuristic tendencies. • Techniques such as probability assessments and risk analysis that can be used when decision include changing factors. • Tools to evaluate decision quality and assess decision implications.
BUS 623 Building and Leading Exceptional Teams	1	<p>BUS623 explores factors that contribute to exceptional organizational teams with an emphasis on effective and ineffective leadership. From the shop floor to the boardroom, organizations are increasingly leveraging teams and place a premium on effective leadership to garner the synergistic benefits that are assumed to accrue from the use of such teams. Examine effective teamwork and leadership and survey current trends and developments in theory and practice. Course objectives include:</p> <ul style="list-style-type: none"> • Expose students to current thinking and research regarding the study and practice of teamwork and leadership. • Gain a deeper understanding of human behavior in the workplace – particularly within the context of organizational teams. • Study characteristics of effective and ineffective leadership to assist students in generating their own “ideal” leadership model.

CIS600A Project Management: Information Technology	3	Strategic role in, and management of, information technology and software development projects.
MKT 662 Strategic Selling for Business Customers	1	<p>MKT662 blends managerial and theoretical perspectives in an examination of sales strategies, sales tactics and best practices in professional selling. The primary context for the course is business-to-business (B2B) selling, although many of the course concepts are relevant for direct-to consumer situations. The course examines the entire sales process, with particular emphasis on relationship selling, planning and delivery of sales presentations, and trust-building techniques. Course objectives include:</p> <ul style="list-style-type: none"> • Personal Selling • Building Trust and Sales Ethics • Understanding Buyers • Communications Skills • Strategic Prospecting and Preparing for Sales Dialogue • Planning Sales Dialogues and Presentations • Making Effective Sales Calls • Addressing Concerns and Earning Commitment
MKT667 Services Marketing	1	<p>In MKT667, the unique features that distinguish the marketing of services from the marketing of goods are presented and examined. In addition, key concepts such as customer satisfaction, service quality, service failure and recovery, customer retention, and creating a service culture are explored. Student takeaways include:</p> <ul style="list-style-type: none"> • Identify differences between the marketing of services and the marketing of goods. • Explore the use of the servicescape, process, and people as additional marketing mix variables. • Understand and discuss key issues required in managing customer satisfaction and service quality. • Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery. • Appreciate other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/ operations/human resource systems.
AREC572 Social Benefit Cost Analysis	3	Theory, application of concepts relating to social benefit cost analysis of public projects, policies intended to promote social welfare, and economic growth.
BIOM750 Grant Proposal Writing and Reviewing	1	Preparation and review of applications for fellowships and grants.
CIVE574 Civil Engineering Project Management	3	Principles of civil engineering project management including proposals, contracts, scheduling, quality assurance, budgeting, and risk management.

ENGR525 Intellectual Property and Invention Systems	3	Focused on the appropriate application of “patterns for patenting” together with intuition, inspiration, and cross-disciplinary connecting. De-mystify “inventing” as applied to science, engineering, and technology.
FTEC570 Food Product Development	2	Food product concepts, feasibility, and evaluation.
IDEA510 Processes of Human-Centered Design Thinking	3	Introduction to theoretical concepts, philosophies, and psychosocial processes associated with design thinking in design and non-design contexts. Drawing from perspectives in design cognition, cognitive psychology and the learning sciences, human-centered interaction, and creativity. Examine how design thinking facilitates understanding of our environment; identify and manage ill-defined societal problems and communicate with diverse stakeholders and team members.
JTC660 Communication and Innovation	3	Communication's role in the process of innovation as well as the diffusion of new technologies, products, ideas, behaviors and attitudes.
LEAP500 Leadership in the Arts	3	Theoretical and applied knowledge about concepts of leadership, leadership styles as applied to arts-related organizations.
MECH516 Life Cycle and Techno-Economic Assessment	3	Techniques for effective sustainability assessment of engineering process and products, including factors such as upstream energy and material burdens, model boundaries, sensitivity analysis, end of life, material and energy recycling, scalability, and optimization. Engineering process models will be used to assess technologies through economic feasibility and life cycle impacts.
SYSE710 Leadership/Innovation in Systems Engineering	3	Background in technical leadership skill sets, systems engineering skillsets, and intellectual toolkit to develop a successful applied and translational research project/practicum.

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