

# Howard University School of Business

## MBA

### **Entrepreneurship MBA**

In addition to the core course curriculum requirement, a student must complete 15 credit hours of elective/concentration courses. The requirements for an MBA with a concentration in Entrepreneurship are: GENT-505 and GENT-520).

#### **GENT-505. Entrepreneurial Finance and Venture Capital. 3 crs.**

NO DESCRIPTION.

Prerequisite: GFIN-500.

#### **GENT-520. Entrepreneurship I. 3 crs.**

This course provides a comprehensive overview of the entrepreneurship process. Topical coverage includes, but is not limited to, creativity and innovation, intrapreneurship, feasibility analysis, venture finance, and business plan development. Prerequisite: GMGT-500.

#### **GENT-521. Entrepreneurial Marketing. 3 crs.**

This course is designed to introduce the nascent entrepreneur to the importance and role of marketing strategies in creating and organizing a new business, as well as in operating existing small businesses. The major emphasis is on exploring ways to analyze and define the target market, evaluating competition, identifying environmental trends, determining customer preference, and developing a marketing strategy for the start up or existing business.

Prerequisite: GENT-520.

#### **GENT-522. Entrepreneurial Finance, Accounting, and Control. 3 crs.**

This course focuses on understanding and exploring the requirements, costs, and benefits of the various forms of financing options available to the entrepreneur. Special emphasis is placed on those financing issues of particular relevance to the minority entrepreneur, as well as on funding sources for capital and the operating needs of minority entrepreneurs. Methods of profit planning and cashflow management are also covered. Accounting methods and internal financial controls are stressed.

Prerequisite: GENT-520.

**GENT-523. Business Plan Development and Practicum. 3 crs.**

This course focuses on research aimed at entrepreneurial niche definition. Strategic planning for successful market entry and expansion is stressed. Thorough planning of a venture is required, including all components of a marketable business plan.

Students are expected to market the plan to actual sources of capital and to attempt to secure potential financing for the venture. This course is designed both to enhance students' learning about actual business operations and to provide opportunities to meet and work with successful entrepreneurs.

Prerequisite: GENT-520; GENT-521; MBA candidate and final semester.