

**EVM 3350 & EVM 4350: Entrepreneurial Recognition & Feasibility**

Students analyze a business idea for a new venture (creating a firm or growing an existing firm) and perform the appropriate research to determine or possibly enhance its feasibility. Techniques include the critical evaluation of products and services within a variety of markets, followed by a preliminary development plan for the venture. Offered SP.

**EVM 3351 & EVM 4351: Planning the New Venture**

In this course, students will conceptualize, develop, document, and present their business plan for an innovative new business initiative. Students will submit their plan to a panel of experienced professionals (entrepreneurs, angel investors, and venture capitalists) and receive critical, real-world feedback. Offered FA.

**EVM 3700 & EVM 4700: Real Business**

This course provides students an opportunity to examine entrepreneurial business challenges through case studies, interactive discussions with select proprietors, and hands-on field work. In addition to standard entrepreneurial start-ups, the course covers international new ventures, gender issues relating to small-business start-ups, and how to foster an entrepreneurial spirit in even the largest of corporations. Throughout the course, entrepreneurship will be examined from the perspective of a business challenge as well as a career choice. Offered WI.

**EVM 3704 & EVM 4704: Global Social Entrepreneurship**

"The liberalization of markets is forcing executives and social activists to work together. They are developing new business models that will transform organizations and the lives of poor people everywhere." Harvard Business Review. The course explores this phenomenon with two key questions: What is social entrepreneurship? and Why do I care? Students will actively engage in both critical and creative thinking, in dialog with classmates, instructor and guest lecturers, and in secondary research to gain a broader understanding of the world of business. Offered SU.

**EVM 3710 & EVM 4710: Managing Innovation**

The overall objective of this course is to introduce the basic concepts and theoretical models associated with the management of innovation in a rapidly changing environment. Abrupt changes in the economy have impacted every sector of the business world. We see its effects in consumer-packaged goods, food products, diesel engines, financial services, health care and automobiles. In all of these industries, the dynamics of technology, markets and competition place a premium on outstanding performance. Offered WI.