

## Entrepreneurship Course Guide Spring 2021

This guide provides a basic overview of the courses available in entrepreneurship across the university. Some are open to students of all levels and disciplines (i.e. the Hatchery), some are restricted to their respective department.

### **Ampersand: Biotechnology Entrepreneurs Seminar**

**L41 2020/ L61 2020**

Tuesdays 4:00-4:50 pm

*Target audience:* Undergrad student

Instructor: Joseph Jez

Designed to develop an appreciation of how biotech companies achieve their goals by engaging students through interactions with experienced executives and entrepreneurs.

*Prerequisite:* Bio2010 and concurrent enrollment in Bio2960

### **Analytics and Modelling for Business Decisions**

**B59 220**

M/W 10:00-11:20 am, 11:30am-12:50 pm, or 2:30 pm-3:50pm

*Target audience:* Undergrad students

Instructor: Seung Hwan Jung

Helps students become effective problem solvers, smart consumers of data, and intelligent business decision makers in management situations.

*Prerequisite:* QBA 120 and completion or concurrent enrollment in QBA 121.

### **Acquisition Entrepreneurship**

**B63 545E**

T/R 2:30-3:50 pm (Mini-B)

*Target Audience:* Grad students

Instructor: Walker Deibel

Provides students with an opportunity to explore being an entrepreneur by acquiring a company, rather than starting one from scratch. Students will understand how to purchase a business, finance an acquisition, and operate and grow a business.

*Prerequisite:* FIN500Y Recommended

### **Basics of Bio-Entrepreneurship / Biotech Industry Innovators**

**L415014/ B63 539**

TBA

Instructor: Victoria Gonzalez

*Target audience:* Grad and undergrad students

Instructors: Harry Leahy, Victoria Gonzalez

In this course, students will investigate issues and choices that inventors / scientists encounter when they are considering the applications and commercialization of early stage scientific discoveries. The course introduces students to entrepreneurship, angel investing, venture capital investing, technology transfer, intellectual property, corporate partnerships, business planning and strategy.

### **Biomedical Product Development**

**E62 5771**

TBA

*Target audience:* Grad and professional students

Instructor: Joseph Klaesner

Intended to address the steps from idea to implementation including medical need validation, brainstorming, manufacturability, and global considerations.

### **Business Fundamentals for Non-Business Students**

**B53 200A**

T/Th 2:30-3:50 pm

*Target audience:* Non-business undergrads

Instructors: Robert Portnoy, Mark Soczek, P. Seetharaman, Aimee Wittman, James Beirne, Nicholas Argyres, Eli Snir

Intended to help successfully position arts and sciences, engineering, and design majors for careers in organizations such as non-profits, entrepreneurial ventures, and corporations, among others.

Business students cannot receive credit.

**Business & Marketing Innovation****B55 400I**

M/W 11:30 am-12:50 pm

*Target audience:* Undergrad students*Instructor:* Michael Wall

In this course, learn about generating new opportunities and designing new solutions. Students will focus on innovation in small and large companies.

*Prerequisite:* MKT 360**Business Models in a Global Context****B63 560P**

TBA (Mini-B)

*Target audience:* MBA students*Instructor:* Daniel Elfenbein

A business model describes how an organization creates, delivers, and captures value in economic, social, cultural, or other contexts by identifying and choosing among potential revenue sources, customer segments, products, and financing options. This course focuses on developing students' capabilities to articulate, analyze, and improve business models in services industries, where advances in information technology and mobile telecommunications have led to an explosion of options for value creation and capture.

**Business Planning for New Enterprises (The Hatchery)****B53 424/ B63 524/ S50 5061**

Tuesdays 4:00-6:00 pm

*Target audience:* Undergrad and grad students*Instructor:* Douglas Villhard

In this course, students form teams to pursue their own or an outside entrepreneur's commercial or social venture. During the semester, the teams are supported and advised by the Instructor, Executive Coach, and Mentor(s) as they research and develop startup plans.

*Prerequisite:* Junior standing, BSBA or entrepreneurship major recommended**CEL Entrepreneurial Consulting Team (CElect)****B53 401C/ B63 501C/ W74 675C**

Section 1: Tuesday, 3:00-3:50 pm; Sections 2 and 3: TBA

*Target audience:* Grad and undergrad*Instructors:* Section 1- Il Luscri; Section 2 – Douglas Villhard; Section 3 – Steven Malter

CElect is an experiential learning course that matches teams of Washington University students with start-up ventures to perform defined management consulting projects.

Students interested in working with St. Louis-area startups enroll in Section 1.

Students interested in working with San Francisco-area startups enroll in Section 2.

Students interested in working with internationally based startups enroll in Section 3.

*Prerequisite:* Application required**Creating and Building Brand Equity****B65 520**

Mondays 6:15-9:15 pm (Mini-A)

*Instructor:* Pier Alsup*Target Audience:* Undergrad students*Instructor:* Pier Alsup

Examine the creation and building of brand equity to create long-term profit for a firm.

**Creating and Marketing Innovative Products and Services****B65 559**

T/R 1:00-2:20 pm (Mini-A)

*Target audience:* Grad students*Instructor:* Michael Wall

This course aims to give students an understanding of the "state of the art" strategies, processes, and methods used in developing new products. This is a case-based course, where students participate in a dynamic and interactive group environment to develop the capacity to use the information learned to make informed new product decisions.

**Defining Moments: Lessons in Leadership and Character from the Top****B53 450V**

T/R 4:00-5:20 pm

*Target audience :* Undergrad students*Instructor:* William Bottom

In this course, students will examine leadership and character questions that notable leaders face. Students will sit down with top executives to discuss their "defining moments" and engage in considering these questions.

*Prerequisite:* Senior status or juniors with permission of instructor

**Defining Moments: Lessons in Leadership and Character from the Top****B63 572**

T/R 4:00-5:20 pm

*Target audience* : MBA, PMBA & EMBA students only

Instructor: Stuart Bunderson

Most successful leaders can point to a handful of "defining moments" in their careers - key choice points that defined the trajectory of their character, their career, and/or their company. What are those defining moments and why do they matter? How can aspiring business leaders prepare themselves to face their defining moments with insight and integrity? This course examines these questions by learning from notable leaders who exemplify both business excellence and personal character.

*Prerequisite*: 2yr MBA students; PMBA and EMBA students: core completed**The Endgame of Entrepreneurship: Leveraging Capitalism for Good****I60 105/ B53 106E/ L11 105**

Mondays 4:00-6:50 pm

*Target audience*: First-year students only

Instructors: Joseph Steensma, Il Luscri, Douglas Villhard, Heather Cameron

This course teaches how to take advantage of the profit-seeking motive of capitalism while also learning from mistakes and consequences of capitalism. Students will explore how entrepreneurship and venture creation can be used to improve equality.

**Entrepreneurship & Intellectual Property Clinic****W74 711C**

Wednesdays 10:00-11:52 am

*Target audience*: Law students

Instructors: Salvatore Gianino, Jonathan Smith

This course provides students with hands-on training in legal practice related to for-profit and nonprofit entrepreneurs, startups, and social enterprises.

**Financial Metrics for Start-Ups****B60 531**

M/W 1:00-2:20 pm (Mini A &amp; Mini B)

*Target audience*: Graduate and undergrad students

Instructor: John Barrios

This course provides the core set of tools and strategies that would be used by the Chief Financial Officer at a private, entrepreneurial company. The course follows the life-cycle of a company that begins life as a start-up, and covers the accounting-related financial metrics that are needed by an entrepreneur.

*Prerequisites*: Application required. Undergrad students must have completed advanced accounting coursework. For grad students, the first semester of foundational courses must be completed.**Foundations of Business****B53 150A**

Wednesdays 11:30am-12:50 pm or 1:00-2:20 pm

*Target audience*: Undergrad students

Instructors: Jessie Vosseller, Analisa Ortiz

Provides first semester students with an introduction to functional areas of business and the entrepreneurial function.

**From Concept to Market: The Business of Engineering****E60 324**

Tuesdays 5:30-8:30 pm

*Target audience*: Undergrad students

Instructor: Ellen Mell

Introduction to the fascinating and complex process of bringing new technologies from the concept stage to the market place.

*Prerequisite*: Junior or senior standing, or permission of the instructor**Illustration Entrepreneur****F20 338B/ F20 438B**

T/R 1:00-3:50 pm

*Target audience*: Art students, desing minors, non-Sam Fox students interested in developing visual products

Instructor: Linda Solovic Karpins

Students will create images appropriate for surface design application to products. Students will work toward developing icons and motifs using shape-based illustration, design, composition, hierarchy and thoughtfully considered color.

**Innovating for Defense****B53 475E/ B63 575E/ T55 525**

Thursdays 6:00-9:00 pm

*Target audience*: Undergrad students (Olin & McKelvey)

Instructors: Douglas Villhard, Peggy Matson

This inter-disciplinary course gives students to opportunity to solve real problems facing the U.S Department of Defense and U.S Intelligence Community. Students will form teams to solve DoD problems.

### **Innovation Science and Human-Centered Design/Human Factors**

**T71 506**

Mondays 6:00-9:00 pm

*Target audience:* Undergrad and grad students

Instructor: Matthew Morgan

This course is intended to introduce the student to the concept of "design thinking" as well as the process for innovating. It is dependent on an individual's ability to observe what people are actually doing and how they are doing it. *Prerequisite:*

### **Introduction to Entrepreneurship**

**B53 421**

M/W 10:00-11:20 am

*Target audience:* Undergrad students

Instructor: Dedric Carter

Intended to teach students the fundamentals of founding, operating, and exiting a start-up business.

*Prerequisite:* Sophomore, junior, or senior standing in any school or college.

### **Introduction to Entrepreneurship**

**B6 521**

T/R 8:30-9:50 am

*Target audience:* Grad students

Instructor: Douglas Villhard

This course is designed not only for the student with a burning passion to start his/her own business, but anyone who believes that entrepreneurial skills are an essential element of business success. "Introduction to Entrepreneurship" is taught primarily via the case method.

### **Introduction to Social Entrepreneurship**

**B53 460L**

T/R 1:00-2:20 pm

*Target audience:* Undergrad students

Instructor: Heather Cameron

The course is designed for students who are interested in how to create positive social change through market based strategies.

### **Investments Praxis**

**B52 428**

M/W 4:00-5:20pm, 1:00-2:20pm, 2:30-3:50pm

*Target audience:* Undergrad students

Instructors: Charles Cuny, Timothy Solberg

In this course, students serve as managers of a portfolio. They will have the opportunity to analyze investment opportunities and present recommendations for possible purchases and sales of stocks.

*Prerequisite:* FIN448

### **Investments Praxis**

**B62 528**

M/W 4:00-5:20 pm, 1:00-2:20 pm, or 2:30-3:50 pm

*Target audience:* Priority enrollment given to MSFC and MSFWAM Students

Instructors: Charles Cuny, Timothy Solberg

In this course, students serve as managers of a portfolio. They will have the opportunity to analyze investment opportunities and present recommendations for possible purchases and sales of stocks.

*Prerequisite:* FIN 532 and FIN 534

### **Legal Issues at Business Stages**

**B63 511B**

M/W 4:00-5:20 pm (Mini-B)

*Target audience:* Grad students

Instructor: Patricia Bland

In this course, students will analyze legal issues affecting business from startup, operation, and the sale or closing of the business, including mergers and acquisitions.

### **Managing the Innovation Process**

**B63 558**

Thursdays 6:15-9:15 pm (Mini-A)

*Target audience:* Grad students

Instructor: Anne Marie Knott

The course objective is to help develop for our students the needed managerial skills in managing the multi-stage process of innovation. The course takes the perspective that innovation is a core business process associated with survival and growth of the organization, and it should be managed as such.

**Marketing Metrics****B55 431E/ B65 531E**

M/W 4:00-5:20 pm (Mini-B)

Target audience: Undergrad students

Instructor: Michael Wall

This course provides students with an opportunity to engage in active and applied learning through work on real-world, team-based projects through marketing projects.

*Prerequisite: Application required***Marketing Strategies for Innovative Products and Services****B65 559B**

T/R 1:00-2:20 pm (Mini-B)

Target audience: Grad students

Instructor: Michael Wall

This course focuses on issues including business model innovation, marketing mix (4P's) decisions for new products, concept and market testing, first mover dis/advantage, and expanding the product portfolio.

**Ownership Insights: Competitive Advantage of Family and Employee Owned Firms****B62 560E**

Tuesday 6:15-9:15 pm (Mini-A)

Target audience: Grad students

Instructor: Spencer Burke

Intended to introduce students to the unique issues faced by owners of closely held businesses and family controlled firms.

**Principles of Marketing****B55 370**

T/R 11:30am-12:50 pm or 2:30-3:50 pm

Target audience: Law Students

Instructor: Craig Anderson

Intended to give students an overview of the best theories and practices in marketing management today.

*Prerequisite: Sophomore standing and MEC 290 or ECON 1011 or MGT 100.***Private Equity – Methods****B62 500Y**

Mondays 4:30-7:30 pm or 6:15-9:15 pm (Mini-A)

Target audience: MBA and MSF students only

Instructor: Jeremy Degenhart

This course will provide the student with an understanding of the basic terminology, due diligence and analytical methodologies critical to evaluating Private Equity investments.

**Private Equity - Methods****B52 400L**

Mondays 4:30-7:30 pm (Mini-A)

Target audience: Undergrad students

Instructor: Jeremy Degenhart

This course provides students with an understanding of the basic terminology, due diligence, and analytical methodologies critical to evaluating Private Equity investments.

*Prerequisite: FIN448***Private Equity- Practice****B52 400M**

Mondays 4:30-7:30 pm (Mini-B)

Target audience: Undergrad students

Instructor: Jeremy Degenhart

The capstone for students interested in a careers in private equity. Students will develop practical skills for investing in private companies.

*Prerequisite: FIN448 and FIN 400L***Private Equity- Practice****B62 500Z**

Mondays 4:30-7:30 pm or 6:15-9:15 pm (Mini-B)

Target audience: MBA and MSF students only

Instructor: Jeremy Degenhart

This course is the capstone for students interested in pursuing careers in private equity. Students will develop practical skills for investing in private companies. Students will partner with professionals in the St. Louis community to perform various activities, including transaction sourcing, evaluating investment opportunities and, where appropriate, negotiating, arranging financing, and closing investments.

*Prerequisite: Private Equity Methods and instructor approval*

**Professional Practice for Landscape Architecture: Business, Practice, and Management****A48 645**

Tuesdays, 1:00-3:50 pm

*Target audience:* Architecture students

Instructor: Irene Compadre

Advanced study of professional landscape architecture practice topics focusing on starting a practice, firm management, and project management for landscape architecture projects.

**Rapid Prototype Development and Creative Programming****E81 330S/ E81 503S**

M/W 10:00-11:20 am

*Target audience:* Undergrad and graduate students

Instructor: Todd Sproull

Develops skills in rapid prototyping.

*Prerequisite:* CSE 131**Small Business Initiative****B53 401S**

M/W 4:00-5:20 pm

*Target audience:* Undergrad students

Instructors: Peter Boumgarden, Robert Collins

Offers students the opportunity to gain SBI experience through consulting projects with small businesses. Each student is expected to spend a minimum of 150 hours during the semester on the project.

**Social Entrepreneurship****B63 500T/ B63 500U/ S50 5060**

Wednesdays 9:00-10:30 am

*Target audience:* Grad students

Instructor: Heather Cameron

Intended to develop an understanding of how social entrepreneurs have responded to social challenges through creating companies. Along with learning the basics of entrepreneurship, students will work with selected student and community entrepreneurs to develop a business impact plan.

*Prerequisite for SW students:* S15-5038**Social Impact: Planning, Measuring, and Building****B53 460M**

T/R 4:00-5:20 pm (Mini-B)

*Target audience:* Undergrad students

Instructor: Heather Cameron

This course teaches how social change and social impact can be achieved using tools from a broad spectrum of disciplines. Guest speakers will provide case studies of social impact approaches from the local area.

**Social Innovation****B63 5060J/ S50 5063**

Thursdays, 9:00-10:30 am

*Target audience:* Grad students

Instructor: Heather Cameron

This course focuses on the history of social innovation, the meaning of social innovation in our time, and practical strategies to build skills for social innovation. Detailed case examples of social innovation in different spheres and sectors will be presented, including the instructors' experiences in social innovation.

*Prerequisite for SW students:* S15-5038**Startup Law****W74 675D**

T/R 10:30-11:52 am

*Target audience:* Law students

Instructor: Jonathan Smith

This course introduces students to the corporate, securities, and tax law issues that venture-backed startups face during their lifecycle (from incorporation through a liquidity event).

*Prerequisite:* Corporations recommended**Strategic Cost Analysis****B60 5012**

M/W 8:00-9:50 am or 10:30 am-12:20 pm

*Target audience:* MBA Students

Instructor: Thomas Fields

Learn how strategy, technology, and the environment affect a firm's choices. An introduction to cost concepts, cost behavior, and cost systems.

**Sustainable Development and Conservation Through Entrepreneurial Collaboration: Madagascar****B53 401M/**

Wednesdays 6:15-9:15 pm

**B53 501M***Target audience:* Undergrad and grad students

Instructors: Armand Randrianasolo, David Fike, Judi Mclean Parks

This course focuses on sustainable development in rural subsistence economies, using Madagascar as case study.

Competitively evaluated projects will be field tested in Madagascar.

*Prerequisite:* Application required**Sustainability Exchange****L82 405/ I50 405 / E44 412**

T/R 2:30-3:50 pm

*Target audience:* Undergrad students

Instructors: David Webb, Carolyn Cosgrove Payne

The Sustainability Exchange will bring together students working in trans-disciplinary teams to tackle real-world energy, environmental, and sustainability problems through an experiential form of education. The goal is to deliver an applicable end-product that explores "wicked" problems requiring innovative methods and solutions.

**Taylor Community Consulting Project****B53 401T/ B63 501T**

T/R 2:30-3:50 pm

*Target audience:* Undergrad and grad students

Instructor: Mark Soczek

This is a consultative experiential course that partners students with local, regional, and national non-profits to support their strategic development. Students work in four-six person teams on consulting projects, applying insights from their course work to real-world business problems. Each student is expected to spend a minimum of 150 hours during the semester on the project.

*Prerequisite:* Application required