

2016

M.B.A. in Entrepreneurship 2016

Nova Southeastern University

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M.B.A. in Entrepreneurship Course Descriptions 2016

[Course Descriptions](#)

Full-Time professionals are available to discuss the M.B.A. in Entrepreneurship curriculum with you in greater detail. Simply call 800.672.7223 Ext. 25168 or contact our [Enrollment Services Staff](#).

Entrepreneurship Concentration Courses

ENT 5960 Entrepreneurship/Venture Creation (3 cr.)

Introduction to Entrepreneurship with an emphasis on the employment process, managing growth, and the legal environment using the case-study method, guest speakers and feasibility plan software.

ENT 5990 International Trade for Entrepreneurs (3 cr.)

This course provides students with key concepts and skills to identify international opportunities/threats, analyze their impact, formulate appropriate strategies and implement applicable action plans to achieve company goals. The course will help students understand today's competitive global environment, marketing, finance, and policy. The course examines legal, logistical, organizational and cultural issues.

FIN 5970 Entrepreneurship/Finance (3 cr.)

Developing the business plan, capital formation, valuation, and financial management using the case-study method, guest speakers, and business plan software. Prerequisites: FINP 5001 or FINP 5008 and ENT 5960.

MGT 5940 Entrepreneurship Law (3 cr.)

Legal aspects of Entrepreneurship including contract law, intellectual property law, arbitration, mediation, court proceedings, internet law, buy/sell agreements, and partnership agreements with case studies, and a legal feasibility project. Additionally, this course will examine ethical ramifications of Entrepreneurship within the Value Driven Management model.

MKT 5225 Social Media Marketing (3 cr.)

This course will familiarize students with the social eco-system and its value in creating a permission-based marketing organization for sales generation, online brand storytelling and ongoing customer engagement. Students will develop marketing plans and evaluate cases that enrich their understanding of how social media contributes to integrated marketing communications (IMC) and search engine marketing in a customer-centric environment. Sales nurturing strategies will be developed that adopt video, mobile and blog content for moving targeted audiences through a social sales funnel. In addition, students will be challenged with the creation of fan engagement and influence marketing strategies that boost an organization's market exposure and overall brand appeal. Collectively, these strategies will be integrated across social content platforms as part of an enterprise-wide campaign that micro-targets consumers immersed in smart devices and guided by big data. In the course of plan development, students will be challenged to measure the ROI of their social media plans along with the development of a social business infrastructure. Prerequisite: MKT-5125 or MKT-5070.

ENT 5985 Lean Entrepreneurship (3 cr.)

This course covers the application of Lean management concepts, tools and techniques by entrepreneurs. Elements of a Lean process improvement program are used as a framework for learning the operational and management knowledge and skills required for improving and sustaining the performance of a small or mid-size business. These elements include methods for process management and people management as well as the role of leadership and organizational culture. Students learn and apply Lean management methods to visualize, assess, improve, standardize and continue the improvement of business processes (VAISC method). The material is covered using experiential learning methods such as case studies and hands-on exercises. Exposure to the real life business environment is provided through guest speakers and/or on-site learning experiences. Students apply their learning in a real world setting by conducting a Lean process improvement project within a local organization.

MKT 5215 Sales Management (3 cr.)

Recognized as a vital marketing channel, sales forces are underrepresented in academic study compared to other topics like business-to-business marketing, entrepreneurial marketing, consumer behavior, and technology. Sales forces encompass a collection of complex subjects that combine individualistic sales personalities with intricate issues involving pay for performance, customer targeting based on data, evaluating sales person performance, and emerging technology. Sales force executives and managers combine skill with science more than managers in any other managerial area (Zoltners, Sinha, and Zoltners 2001). The MKT 5215 curriculum is designed around frameworks that provide the sales manager with an understanding of the entire sales force system. Frameworks include the role of the sales force in go-to-market strategies, how to assess the effectiveness of a selling organization, and success drivers such as sales force sizing, hiring, training, compensation, and coaching. This program of study is designed for salespeople who want to advance professionally, top managers, business owners, and entrepreneurs. The curriculum delivers a comprehensive view of important decisions encountered by any selling organization. Prerequisite: MKT 5125 or MKT 5070.

Foundation Course Descriptions

QNT 5000 Foundations of Business Statistics (3 cr.)

This course covers collection, description, analysis, interpretation, and presentation of data to support business decision making. Probability distributions, central limit theorem, statistical inference for univariate data; correlation analysis and introduction to linear regression modeling and their application to real world business problems are discussed. The data analysis capabilities of Microsoft Excel are integrated throughout the course.

FINP 5001 Accounting and Finance Foundations (3 cr.)

A survey of the essentials topics in accounting and finance includes modern corporate environments, agency and governance, accounting principles, financial statements, ratio analysis, time value of money, financial decision making tools.

[Advisory Board](#)

Chances are that you've studied from a text written by one of our faculty members. Perhaps you have read about the recognition they and our alumni have received from the national and global business communities. As a student at the H. Wayne Huizenga College, you will interact with professionals who both teach and advise. An important group of professionals who guide our programs is represented by our Advisory Group.

Recognized entrepreneurs, these individuals dedicate their time and attention to ensure that the M.B.A. in Entrepreneurship remains highly innovative and responsive to the needs of today's professionals. While membership on the Advisory Board changes, those members have included:

Keith Cobb

Former CEO of Alamo Rental Car who successfully sold Alamo to Wayne Huizenga's Auto Nation. Currently serves as a senior consultant to ANC Rental.

Steve Halmos

Co-founder of SafeCard Services, Inc. the national largest credit card services company. Steve guided SafeCard from its start-up to its listing on the NYSE. Currently involved in various real estate developments, private investments, and CEO of The Reunion Group.

Jim Hilmer

Senior officer and partner of one of the world's largest advertising agencies. Senior officer of Blockbuster Entertainment, a founder of Einstein Bagels, and CEO of a successful internet company.

Keith Koeing

Co-founder of City Furniture, a \$170 million premier South Florida retail furniture company.

Donald K. McKinney

Mr. McKinney is currently a founding partner of Watershed Capital LLC - a \$50 million private equity fund which invests in technology startups. He previously founded International Network Services (1991) based in Sunnyvale, California and served as chairman until its sale to Lucent Technologies for \$3.7 billion in 1999. This was Mr. McKinney's fourth successful start-up. The success of INS was directly linked to his experience building successful new ventures.

Carolyn Lee

From bank teller to vice president and managing executive of South Florida's most prestigious bank, Northern Trust.

Tom Miller

CEO and partner with his brother in one of South Florida's premiere construction companies.

Dave Murray

Attorney and owner of his own firm specializing in high-end residential properties and commercial lease and property acquisition.

Paul O'Hara

CFO of Renaissance Cruises. Instrumental in the sale of Precision Response, a public company.

Steve Shelton

Dealer with his brother for Ferrari, Jaguar, Porsche, and Range Rover. Dealerships are located in Fort Lauderdale, Naples and Fort Myers.

Steve Woods

Partner in Keefe, McCullough, a large regional public accounting firm. Specializes in tax, investment, and acquisitions.

Scott Smith

President and publisher of the Chicago Tribune. Represented the Tribune's interest in AOL from 1991 until 1999.

Thomas M. Tworoger, DBA

Former President and CEO of four Kenworth truck locations rated number one in sales and first U.S. dealer to sell Japanese medium duty trucks. Member of NSU faculty.

For more information about the program, please contact:

Thomas M. Tworoger, DBA

(954)262-5135

1-800-672-7223 ext. 25135

tworoger@nova.edu

Halmos Entrepreneurship Certificate of Excellence

The Halmos Entrepreneurship Certificate of Excellence is designed to encourage academic excellence as well as achievement in entrepreneurial activities outside the classroom.

Qualifications

1. A minimum of a 3.75 grade point average for all entrepreneurship courses.
2. Students must participate in at least one business plan competition. The competition must be pre-approved by the Director of the Entrepreneurship Program.
3. Students must submit an original idea to their employers to address one of the following:
 1. To improve service
 2. To Increase profits
 3. To reduce expenses

Proposals that have been accepted and approved by the respective employers must be submitted and approved by the Director of the Entrepreneurship Program. Students that are not employed may use an organization that is accepted by the Director.

Award:

1. At graduation qualified students will receive a certificate signed by the Dean and the Director of the Entrepreneurship Program.
2. The names of the award recipients will be placed on a plaque prominently displayed in the Carl DeSantis' building at the H. Wayne Huizenga College of Business and Entrepreneurship.
3. Press releases with the names of the award winners will be issues to local newspapers each term. Home-town newspapers for out of town students will be notified when applicable.

M.B.A. in Entrepreneurship Overview 2016

The goal of the M.B.A. in Entrepreneurship program is to teach you how to look at business entrepreneurship in an entirely new way. The learning process is designed to inspire and expand the way you approach business challenges and offers a curriculum designed to hone the skills of those who are currently - or aspire to be - an entrepreneur.

By enrolling in this program, you will take many of the traditional courses associated with a general M.B.A. program. Additionally, there are courses that have been tailored to entrepreneurial development. Throughout the entrepreneurship program, you will learn practical skill sets from guest lecturers and esteemed professors - all who have run their own successful businesses.

By graduation, you will have acquired the expertise to create feasibility studies and business plans, participate as a team member in consulting assignments, and build a real-life portfolio. Ultimately, you will learn how to start a business, acquire an existing business, or run a division of a large corporation.

M.B.A. in Entrepreneurship Program Features and Curriculum 2016

Program Features

- All of the professors teaching in the Entrepreneurship Department have managed successful businesses. Learn management skills from a professor who has lived it.
- M.B.A. core courses offered weeknights, alternating weekends or during the day on the main campus, alternating weekends at select [other campuses](#) and online. Entrepreneurship courses are offered weeknights on the main campus.
- Program can be completed in as little as 21 months.
- Program begins five times annually with starts in August, October, January, March, and May.

For more information about the program, please contact:

Thomas M. Tworoger, DBA
(954)262-5135
1-800-672-7223 ext. 25135
tworoger@nova.edu

Curriculum Guide

Total credits: 39

M.B.A. Core Courses (18 total credits)

CONCENTRATION COURSES (21 TOTAL CREDITS)

ENT 5960	Entrepreneurship/Venture Creation
ENT 5990	International Trade for Entrepreneurs
FIN 5970	Entrepreneurship/Finance (In place of M.B.A. core FIN 5130)
MGT 5940	Entrepreneurship Law
MKT 5225	Social Media Marketing
ENT 5985	Lean Entrepreneurship
MKT 5215	Sales Management

Current students: Please consult your Academic Advisor for program requirements or access [SharkLink](#) for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.

