

2018

M.B.A. with a Concentration in Entrepreneurship 2018-2019

Nova Southeastern University

Follow this and additional works at: https://nsuworks.nova.edu/hsb_pgcoursecatalogs

 Part of the [Business Commons](#)

M.B.A. With A Concentration in Entrepreneurship 2018-2019

NEW CERTIFICATE OPTIONS

In Fall 2018 a new five course [Entrepreneurship Certificate](#) will be offered.

CONTACT US

Graduate Admissions

(954) 262-5168
800-672-7223 ext. 25168
hcbeinfo@nova.edu

The goal of the M.B.A. with a Concentration 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.

Admissions Deadlines:

Winter I 2019: December 21, 2018
Winter II 2019: March 4, 2019
Summer 2019: April 22, 2019
Fall I 2019: August 5, 2019
Fall II 2019: October 7, 2019

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 or during the day on the main campus 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: 40-49

M.B.A. Core Courses (19-28 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)
- ENT 5940 Entrepreneurship Law
- MKT 5225 Social Media Marketing
- ENT 5985 Lean Entrepreneurship

Choose one from the following:

- ENT 5966 * Cuba Study Tour
- ENT 5899 Entrepreneurship Internship
- XXX XXXX Open elective course in HCBE (excludes courses with ACT, CHS, PUB and TXX prefixes)

* Please note: ENT 5966 Cuba Study Tour has a tuition fee and supplemental fees assigned to this course.

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.

M.B.A. Core Courses

EACH OF THE FOLLOWING IS REQUIRED (22-31 TOTAL CREDITS)

- ACT 5001 Introductory Accounting*
- FIN 5008 Business Finance**
- QNT 5000 Foundations of Business Statistics**
- MGT 5001 Developing Academic and Career Success***
- MGT 5105 Managing Organizational Behavior in a Dynamic and Complex World****
- MKT 5125 Marketing Decisions for Managers
- FIN 5130 Financial Management
- ACT 5140 Accounting for Decision Makers

ISM 5150 Information Systems Strategy and Data Management

QNT 5160 Data Driven Decision Making

MGT 5170 Applying Strategy for Managers

* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

** Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

*** Students must take MGT 5001 and MGT 5105 in their first term.

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.

Course Descriptions

Full-Time professionals are available to discuss course content in greater detail with you. Simply contact your Admissions Manager at 800.672.7223 Ext. 25168 or use the Contact Us link.

ACT 5001 Introductory Accounting (3.00 cr.)

An accelerated introductory course stressing the essential elements of accounting skills that will be used in the master's degree program. Managerial uses of accounting data and preparation of financial statements will be covered in this course. Course satisfies program prerequisite of financial accounting for master's degree programs.

ACT 5140 Accounting for Decision Makers (3.00 cr.)

This course focuses on the various ways decision makers in all organizations can use accounting information. The focus is NOT to train students to produce accounting information. Rather, the focus is to train students to interpret, evaluate, and use accounting information. Accounting information can be used to support a variety of real world decisions, including evaluating an organization's financial position, planning future activities (short and long-term), motivating behavior, and evaluating performance. We will discuss both financial accounting (focusing on external users of accounting information) and managerial accounting (focusing on internal users of accounting information). We will also discuss the regulatory environment that governs financial accounting. We will discuss international accounting issues such as International Financial Reporting Standards (IFRS) and transfer prices. Prerequisites: ACT 5001 or equivalent and QNT 5000 or equivalent with grade of B-or better and no older than 5 years.

FIN 5008 Business Finance (3.00 cr.)

An accelerated introductory course stressing the essential elements of finance knowledge. Course satisfies program prerequisite of finance for master's degree programs. Financial management as it applies to organizations, time value of money concepts and applications, discounted cash flows and securities valuation will be covered in this course as well as preparation of financial statements and managerial uses of accounting data.

FIN 5130 Financial Management (3.00 cr.)

Students will gain a working knowledge of financial management by learning to develop a systematic approach to financial analysis; to apply techniques for planning, forecasting, and managing; as well as to evaluate and recommend improvements in the organization's financial performance. Prerequisite Change: FIN 5008 or FINP 5008 or equivalent with a grade of B- or better. Prerequisite courses can be no older than 5 years

ISM 5150 Information Systems Strategy and Data Management (3.00 cr.)

Information and communication technologies and their strategic application in business processes are essential components of today's global business environment. This course explores the use of information systems and data management in a business setting to build innovative business models and systems, optimize business processes, capture and leverage valuable data, and deploy strategies for creating competitive advantage. The implementation and use of these systems to build strategic partnerships and customer relationships are also discussed.

MGT 5001 Developing Academic and Career Success (1.00 cr.)

This course focuses on preparing students for academic and career success. Topics include working effectively in teams, academic writing and research skills, networking, business ethics, social responsibility, sustainability and leadership qualities for effective performance in the work place. Through formal and informal interactions with faculty and business leaders, students will examine, explore and practice skills necessary to perform successfully in their academic and professional life.

MGT 5105 Managing Organizational Behavior in a Dynamic and Complex World (3.00 cr.)

Students will gain a thorough understanding of individual, group and organizational behavior. Students will utilize this knowledge to build practical skills in leading individuals and teams to high performance. Through a variety of teaching methods, students will learn to diagnose their

business environment, identify and analyze problems, and develop sound, creative and socially-responsible solutions to help their organizations thrive in a complex and uncertain world.

MGT 5170 Applying Strategy for Managers (3.00 cr.)

Students will integrate knowledge across the fields studied in the MBA program and apply entrepreneurial and strategic practices to organizations of varying sizes. The goal is to create value for the organization and shareholders and ensure sustainable growth. Students will use critical thinking skills to formulate, implement and evaluate strategic decisions in a dynamic, competitive, regulated, global environment. Throughout the course, students will apply strategic management concepts to real world and simulated situations and assess the effect on competitive advantage. Prerequisites: MGT 5105 or MGT 5020, and MKT 5125 or MKT 5070, and FIN 5130 or FIN 5080 or FIN 5970 or FIN 5805, and ACT 5140 or ACT 5060 or ACT 5809, and ISM 5150 or ISM 5085 or ISM 5014, and QNT 5160 or QNT 5040.

MKT 5125 Marketing Decisions for Managers (3.00 cr.)

Students will gain a working knowledge of the decisions marketing managers make by learning to think strategically. Students will develop marketing plans aligning marketing decisions and strategies. Students will be able to implement marketing decisions to optimize customer and organizational value.

QNT 5000 Foundations of Business Statistics (3.00 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 uni-variate 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.

QNT 5160 Data Driven Decision Making (3.00 cr.)

Data is rapidly becoming one of our most important and valuable business assets. This course covers the concepts and practices of decision-making with the application of analytical methods that can leverage the value of that data. Students will gain a working knowledge of various quantitative models and techniques such as simulation, queueing and forecasting. Emphasis will be given to decisions that must be made in a real world environment where the explicit consideration of risk and uncertainty is a critical factor. Decision-making applications will include operational areas such as capacity planning, demand management, and inventory control. Prerequisites: QNT 5000 or QNT 5002 with a grade of B- or better and FINP 5001 or FINP 5008 with a grade of B- or better. Prerequisite courses can be no older than 5 years.

Course Descriptions

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

COURSE DESCRIPTIONS

ENT 5899 Entrepreneurship Internship (3.00 cr.)

The Huizenga College of Business and Entrepreneurship fosters learning through the application of classroom theory in the workplace. Graduate students have the option of participating in a university-sponsored internship for academic credit. The minimum internship work requirement is 200 hours during one semester. Registration for an internship is done through the HCBE Office of Academic Advising, not online, after conferral with the NSU Office of Career Development. **ACADEMIC REQUIREMENTS:** Good academic standing, GPA of 3.0 or higher, and completion of at least 12 credit hours.

ENT 5940 Entrepreneurship Law (3.00 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.

ENT 5960 Entrepreneurship/Venture Creation (3.00 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 5966 Special Topics in Entrepreneurship (3.00 cr.)

An in-depth treatment of a current area of special concern or interest within the field of entrepreneurship/venture creation.

ENT 5985 Lean Entrepreneurship (3.00 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.

ENT 5990 International Trade for Entrepreneurs (3.00 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 (3.00 cr.)

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

MKT 5225 Social Media Marketing (3.00 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 of the ROI of their social media plans along with the development of a social business infrastructure. Prerequisite: MKT-5125 or MKT-5070.

Prerequisite Courses

The following prerequisite courses are built into the M.B.A. core curriculum.

ACT 5001 Introductory Accounting*

FIN 5008 Business Finance**

QNT 5000 Foundations of Business Statistics**

* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

** Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

Students have two options for satisfying a program prerequisite course:

Complete course(s) offered by the H. Wayne Huizenga College of Business and Entrepreneurship;

Complete a proficiency examination administered by a testing organization that has national recognition, such as CLEP and DANTES. Students selecting this option must complete the requirements within their first two semesters with HCBE. After the second semester, courses must be completed with HCBE. Official transcripts must be received by the office of Academic Advising one week prior to students seeking to register for courses requiring the prerequisite requirement.

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

A minimum of a 3.75 grade point average for all entrepreneurship courses.

Students must participate in at least one business plan competition. The competition must be pre-approved by the Director of the Entrepreneurship Program.

Students must submit an original idea to their employers to address one of the following:

To improve service

To Increase profits

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:

At graduation qualified students will receive a certificate signed by the Dean and the Director of the Entrepreneurship Program.

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.

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.