

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: New Business Ventures

COURSE NUMBER: MBA 7604

PREREQUISITE: MBA 7600

COURSE DESCRIPTION:

This course examines the challenges and requirements placed on an entrepreneur in the design and implementation of a new business venture. Subjects addressed in this course include idea generation, supporting data and information gathering, the formulation of a strategic business plan, searching for and procuring venture capital and other financing, implementation of the venture and the considerations of public offering.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Students will develop skills and insights necessary to start a new business venture and for effective evaluating and articulating a new product or service.

Learning Objectives: The student will:

- A1: Examine the entrepreneurial and intrapreneurial mind-set of successful new business venture creators.
- A2: Discover the process of determining new business venture opportunities.

GOAL B:

Students will analyze all facets of starting and implementing a new business venture.

Learning Objectives: The student will:

- B1: Explore ideas for new innovation and creativity and discuss innovation as a core competency as it relates to new business ventures.
- B-2: Investigate techniques to create and sell differentiated or innovative products and services.
- B3: Determine successful techniques for creative problem solving and to achieve *out of the box thinking* necessary for venture creation.

