

ENTREPRENEURIAL ORGANIZATIONS (MBAH)

MBAH 611 New Venture Creation (3 semester hours)

This course has been designed to provide students with an overall understanding of the concept of entrepreneurship and small business management, and to prepare them for starting, surviving, and succeeding in business. A major thrust of this course is developing a solid business concept, which involves identifying problems, finding one or more solutions, building a series of Minimal Viable Products (MVPs) and testing/validating the concept (market validation), modifying the business model (pivoting), and formulating a professionally constructed workable plan (business pitch deck/plan). Prerequisites: MBAA 6010, MBAA 6040, and MBAA 6070.

MBAH 613 Performance Management (3 semester hours)

Key principles, methods, and techniques are presented for enhancing employee productivity through performance problem analysis, work design, coaching, training and skill development, performance appraisal system design and implementation, employee correction and discipline, interpersonal communication skills, team development and management, empowerment, and other formal and informal performance management systems. Includes Human Resource performance management issues and methods appropriate for the small- and medium-sized enterprise. Critical legal aspects of performance management are also covered. Also listed as MBAB 613 and MBAE 613. Prerequisite: MBAA 6010.

MBAH 616 Creativity and Innovation Management (3 semester hours)

In this course, students discover what innovation and creativity really are and why they are more important than ever to sustaining success. They learn how to build an intellectually diverse team and an organizational culture to spark creativity. They also explore powerful tactics for brainstorming ideas for new products, services, processes, and business models. The class consists of lectures, readings, and guest lectures to explore strategies and best practices. Prerequisite: MBAA 6010.

MBAH 617 Entrepreneurship and Law (3 semester hours)

The course focuses on the major legal issues relevant to starting and growing an entrepreneurial enterprise. Some of the key topics covered include the legal, financial, and other business strategies associated with incorporation, intellectual property (patent, trademark, copyright), founder agreement, adviser agreement, operating agreement, financing term sheet, and contract and investor rights agreement. Other topics often discussed include lease agreement, labor laws, and franchising agreement, among others. Prerequisite: MBAA 6010.

MBAH 618 Entrepreneurial Marketing (3 semester hours)

How do successful startups market (and sell) their products/services when they are so limited in time, people, and finances? The course has been designed to provide students with some of the most innovative and relevant marketing strategies and methods employed by startups and other early-stage or financially-constrained companies. In this course, students will explore the latest best practices in "growth marketing," e.g., effective use of online advertising methods (e.g., Google AdWords, search engine optimization, and Facebook/Instagram advertising), crowdfunding (e.g., Kickstarter), influencer marketing, unpaid media promotion, as well as many offline methods of promotion. Students get their "hands dirty" designing advertisements and measuring performance ("analytics") of their actions. Prerequisite: MBAA 6040.

MBAH 619 Business Incubation (3 semester hours)

In this course, students develop first-hand experience in starting, planning, running, and growing one or more new venture(s). Each startup sets clear goals and milestones and works diligently to achieve them by the end of the course. The course consists of a weekly team progress presentation, coaching by the instructor and mentors, and guest lectures by experts relevant to the startup projects in class. The course culminates with an Incubator Showcase and a presentation to the business community at the end of the semester. Prerequisite: MBAA 6010.

MBAH 620 Entrepreneurial Finance (3 semester hours)

The course equips students the key relevant skills necessary for financial planning and projection for a startup or a new project. Students are introduced to the various concepts, resources, and strategies for financing a new and growing venture as well as the different exit alternatives that it may be eventually exploring. The course also covers the key tactics and approaches to negotiating a financial deal from the vantage points for both the entrepreneur and the investor. The class is ideal for aspiring entrepreneurs as well as anyone interested in pursuing a career in investment banking, venture capital, or private equity. Also listed as MBAF 620. Prerequisite: MBAA 6070.

MBAH 624 Mergers and Acquisitions (3 semester hours)

A capstone MBA entrepreneurial experience that looks at mergers, acquisitions, long-term capital investments, levered buyouts, and divestitures. Major management decisions attempting to exploit economic and market opportunities are investigated in regard to their impact upon shareholder wealth. Also listed as MBAF 624. Prerequisite: MBAA 6070.

MBAH 625 Real Estate Investments and Entrepreneurships (3 semester hours)

An entrepreneurial approach to real estate investment built around financial modeling, market area supply and demand analysis, risk analysis, mortgage alternatives, and taxation impacts. Merits of real property investment options and strategies are presented in a "real world" context. Also listed as MBAF 625. Prerequisites: MBAA 6070.

MBAH 646 International Entrepreneurship (3 semester hours)

The course focuses on international small business venture initiation process and seeks to develop students' knowledge in three components of international entrepreneurship: initiating entrepreneurial venture, managing complex international business transactions, and dealing in multicultural business environments. The course consists of lectures, case discussions, and an international entrepreneurial business project. Also listed as MBAG 646. Prerequisites: MBAA 6010, MBAA 6040, and MBAA 6070.

MBAH 650 Social Entrepreneurship (3 semester hours)

This course is an introduction to the field of social entrepreneurship - the process of using an entrepreneurial mindset and business skills to create innovative approaches to addressing societal problems. Various concepts and examples of social entrepreneurship (both not-for-profit and for-profit models) are examined through theoretical discussion and case studies. Students will explore their own solutions to a social problem of their choice. Prerequisite: MBAA 6010. This course satisfies the Business and Society requirement.

MBAH 673 New Product Design and Development (3 semester hours)

This course is a team-taught course (professors from Engineering and MBA) that is cross-listed with MECH/SELP 673. The course includes both individual projects and assignments and a team project to create a new product, develop a prototype, and then develop a business plan for bringing the product to market. Each team will involve engineers and MBA students. In the past, the course has created outstanding results, including projects that are actually being taken to market. Teams have competed in international New Venture Competitions representing LMU. Prerequisites: MBAA 6040 and MBAA 6070.

MBAH 680 Building an eCommerce Business in a Semester (3 semester hours)

Using a practitioner's approach combined with the exposure to necessary knowledge of eBusiness management, strategy, technology, and operations, this course examines how to build a successful eBusiness including a functional eBusiness website. The focus is primarily on the knowledge needed to build a consumer centric eBusiness (B2C). Also listed as MBAC 680 and MBAD 680. Prerequisites: MBAA 6040 and MBAA 6090.

MBAH 698 Special Studies (1-3 semester hours)

Prerequisite: As designated by the MBA and MS Programs Office.

MBAH 699 Independent Studies (1-3 semester hours)

Prerequisites: MBAA 601 and MBAA 603.