

MBA Venture Pathway Sequence:

Year One	
Fall Semester	Spring Semester
MGT 1011 Ideation This is a course on discovery. Students will explore a variety of critical challenges surrounding the entrepreneur’s ability to recognize and develop new ideas.	MGT 1021 Strategic Thinking An introduction to company missions, core values and strategies. Emphasis is placed on the role of strategy in the formation of new business ventures.
Summer: Entrepreneurship Internship Learn how decisions are made in real companies during this summer internship, where students will shadow executives in local and regional startup companies, gaining experience with critical decision-making skills	
Year 1 Goal: Students will have developed relationships with other students, generated potential business ideas, and gained skills on how to build teams necessary to win. Teams will complete Stage 0 in VentureCatalyst™ .	
Year Two	
Fall Semester	Spring Semester
MKT 2001 Tactical and Strategic Customer Analysis An introduction to the methodologies utilized in researching and building a strong understanding of customer development. Emphasis will be placed on the value proposition.	BQA 2001 Business Informatics The class will focus on processing data to help inform and frame business decisions. Topics will include data formatting, model design, basic data management, and simple forecasting techniques. Emphasis will be placed on interpreting the results for a business.
Summer: MKT 4423 Strategic Brand Management (3 hours)	
Year 2 Goal: Students will have developed an understanding of how to build a customer profile, as well as analyze and interpret relevant data. Teams will complete Stage 1 and part of Stage 2 in VentureCatalyst™ .	
Year Three	
Fall Semester	Spring Semester
ACC 3002 Running the Numbers: Fundamentals of Financial and Managerial Accounting (2 hours) Introduction to financial and managerial accounting concepts essential for interpreting accounting reports produced and analyzed with new entrepreneurial opportunities.	BL 3001 Innovation Law: You Don’t Look Good in Stripes (1 hour) An introduction to specific legal missteps that entrepreneurs must consider during the startup process. Topics include basic business law concepts and a working knowledge of how to converse with transactional lawyers.
Summer: FIN 4323 Entrepreneurial Finance (3 hours)	
Students take MBA Math (students may take individual subjects based on pre-requisite needs) MBA Math is a self-paced online learning resource designed to help prospective and admitted MBA students to build a solid foundation of MBA quantitative and spreadsheet skills. The MBA Math course consists of 24 lessons in 5 subjects: spreadsheets, finance, microeconomics, statistics, and accounting.	
Take GMAT/GRE during Year 3	
Year 3 Goal: Students will learn key administrative components for corporate governance including essential accounting and legal working knowledge. Students will score a sufficiently high score on GMAT/GRE for early admission to the MBA program. Students will complete Stage 2 in VentureCatalyst™ .	
Year Four	
Fall Semester	
MGT 4001 Leadership: Building your C-Suite (1 hour) An introduction to teambuilding. This course examines methods of building a dream-team at the helm of new companies. The course includes personal assessment tools designed to help understand dominant behavioral traits.	
Year 4 Goal: Students will have completed all of the pathway and Stage 3 in VentureCatalyst™ , with a reasonably strong chance of post-graduation opportunities within his/her own business. Students meeting the GPA requirements and with a competitive GMAT/GRE score will be admitted to the MBA program.	
Summer: Begin MBA program	