Option in Entrepreneurial Studies (ES)
B.S. in Business Administration
http://paulcollege.unh.edu/BSBusAdmin_Opt_EntreVC

Invest - Innovate - Invent: Create Your Own Future

The Entrepreneurial Studies (ES) Option is designed for students interested in entrepreneurship and creativity and who seek to learn about starting a high growth business, working for a new venture, investing in start-ups or becoming involved in a new venture creation within an established organization. The ES Option fosters an entrepreneurial culture throughout the program with a priority on applied learning in the dynamic environment of entrepreneurial ventures. Students apply what they’ve learned to a senior project and in conducting due diligence for investors. The ES Option studies entrepreneurship from the entrepreneurs, employees and the investor’s perspective.

Key program features:
- **Senior project**: create and present your own business concept.
- **Business simulation for start-ups**: strategy and management of high growth companies.
- **Internship**: One semester internship at an entrepreneurial venture.
- **Guest speakers**: successful entrepreneurs, angel investors and venture capitalists.
- **Commercialization team project (optional independent study)**: project teams combine students from business and engineering/physical sciences and work with faculty mentors to develop a technology based business and present a prototype in a national competition.

**REQUIREMENTS:**

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<tr>
<th>Courses (total of 4 required)</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>MKTG 763: Market Opportunity Analysis <strong>OR</strong> MKTG 764: New Product Development <em>Spring only</em></td>
<td>ADMN 585; Pre or Co-requisite ADMN 580 ADMN 585</td>
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<tr>
<td>DS 741: Private Equity and Venture Capital <strong>Fall only</strong></td>
<td>Senior Status; ADMN 570</td>
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<tr>
<td>DS 742: Internship in Entrepreneurial &amp; Management Practice <em>Fall only</em></td>
<td>Senior Status; permission</td>
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<tr>
<td>MGT 732: Exploration in Entrepreneurial Management <em>(Writing Intensive)</em> <em>Spring only</em></td>
<td>ADMN 570; ADMN 575; ADMN 585</td>
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**RECOMMENDED COURSE SEQUENCE:**

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<tr>
<th>Junior Spring</th>
<th>Senior Fall</th>
<th>Senior Spring</th>
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<tr>
<td>MKTG 763 <strong>OR</strong> MKTG 764</td>
<td>DS 741</td>
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<td>DS 742</td>
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Peter T. Paul College of Business and Economics  
revised_2/2014
Course Descriptions

DS 741: Private Equity/Venture Capital
This course will increase knowledge and understanding of the private equity financing market, develop analytical skills in evaluating private equity financing details, learn how to develop financial statements and estimate financial needs, explore sources of funding and learn from the experience of market practitioners while enhancing oral and written presentation skills. Prereq: ADMN 570 and senior standing.

DS 742/MGT 742: Internship in Entrepreneurial and Management Practice
The course involves working for leading companies and dynamic entrepreneurs, as well as classroom instruction. The priority is experiential, real-world, and real-time learning in the high growth environment of entrepreneurial ventures. Focus on several topic areas, including Venture Capital. Prereq: senior standing; permission.

MGT 732: Exploration in Entrepreneurial Management
This course examines the management of change and innovation, and especially the role of the entrepreneur in managing new ventures. It uses case analysis, guest speakers, and business plan preparation to study the characteristic behavioral, organizational, financial, and marketing problems of entrepreneurs and new enterprises. Prereq: ADMN 570, ADMN 575, and ADMN 585. Writing intensive.

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MKTG 763: Market Opportunity Analysis
Introduces students to the analysis of the business environment in which a company operates and provides key inputs into strategic marketing planning and decision-making. Students will learn the process, concepts, and techniques commonly used in the identification, assessment, and forecasting of market opportunities. Prereq: ADMN 585. Pre- or Coreq: ADMN 580.

OR

MKTG 764: New Product Development
Tactical and strategic issues concerned with the development and marketing of product and service innovations. Equips students with the concepts, tools, and approaches useful in the development, management, and marketing of products and services. Provides an integrated experience of the process of uncovering customer problems, understanding these problems, and providing superior solutions. Prereq: ADMN 585 or equivalent. Pre- or Coreq: ADMN 580.