

Entrepreneurship Concentration

Overview

Entrepreneurial career opportunities come in many forms, whether you want to start your own company, work for a start-up, find an entrepreneurial opportunity within a larger company, or go into related areas such as venture capital or social entrepreneurship. The Concentration in Entrepreneurship has different academic tracks to match these career tracks (see Suggested Courses for Different Career Tracks section below).

More information is available at the Center for Entrepreneurial Studies web site (<http://www.ces.unc.edu>).

Concentration Team

The coordinator for the Entrepreneurship concentration is Clay Hamner (clay_hamner@unc.edu, 919-843-3595). The Faculty Committee on Entrepreneurship includes Clay Hamner, Ted Zoller, Barry Roberts and Randy Myer.

Concentration Leader: Clay Hamner

Curriculum Advisor: Patrick Vernon

Career Advisor: Patrick Vernon

Faculty members teaching in the Entrepreneurship concentration are:

- **Chaired (Distinguished) Professors:** Barry Bayus, Robert Bushman, W. Clay Hamner, John R. M. Hand, David J. Hartzell, James H. Johnson, John D. Kasarda, Wayne R. Landsman, and Anil Shivdasani
- **Distinguished Scholars:** Arvind Malhotra, Atul Nerkar, Barry S. Roberts
- **Professors:** Robert S. Adler and Randy Myer
- **Adjunct Professors:** Gerald D. Bell and William M. Moore Jr.
- **Assistant Professors:** Larry Chavis, Michael Roach, Merih Sevilir and Ted Zoller
- **Lecturers (part-time):** Jim Bick, Cooper Biersach, Bruce Boehm, Chris Cecil, J. Alston Gardner, Pat Garner, John Glushik, Andy Grubbs, Kevin Leibel, Merrill Mason, Steve Miller, Mitch Mumma, Dave Neal, Don Rose, Scott Rostan and Patrick Vernon

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Concentration Requirements

The majority of courses are taught by UNC Kenan-Flagler senior faculty, augmented by courses taught by practicing entrepreneurs, venture capitalists, venture lawyers and others who have the most current and relevant knowledge on specific entrepreneurial topics.

A total of 12 courses are required for the entrepreneurship concentration:

Entrepreneurial Studies REQUIRED Courses

835 Introduction to Entrepreneurship

846J Business Plan Analysis

Entrepreneurial Studies INTEREST Courses

A minimum of five (5) courses

-728 Managing in the High Tech Sector

-744 Entrepreneurial Marketing

-754A Innovation & Product Development

-813 Business Demographics

-816 Leading Organizational Change

-822 Negotiations

-828C Strategic Innovation

-837 Building a Successful Life Science Venture

-839 Power, Politics and Leadership **or** 839S PP&L one day seminar

-843A Family Business

-843B Family Business II: Managing the Family Office and Enterprise

-846G Entrepreneurial Strategy for High Tech Ventures

-862 International Development*

-864 Managing Intellectual Capital

-866 Social Entrepreneurship

-847 Sales

-870 Global Immersion

Entrepreneurial Studies SKILLS Courses

A minimum of five (5) courses

-733 Financial Statement Analysis

-739 Complex Deals

-779 Applied Investment Mgmt

-789 Mergers and Acquisitions

-790 Financing Deals and M&A*

-793 Investment Banking

-793M Practical Financial Modeling

-798 Managing Business Turnarounds*

-798B Advanced Managing Business Turnarounds

-817 Venture Capital

-818 Financing Early-Stage Ventures

-843 Entrepreneurship through Acquisitions: Structuring your Buyout

-846A Private Equity

-846K Acquiring Proprietary Technology to Start Your Entrepreneurial Venture

-846R Applied Private Investment Management

-848A Launching the Venture I: Feasibility

-848B Launching the Venture II: Launch

-848C Launching the Venture III: Financing

-853 Real Estate Capital Markets***

-854 Real Estate Development Process***

-856 Real Property Decisions**

* Not Offered 2008-09

** Open to 2nd year non-Real Estate concentrators only

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Sample Concentration Sequence

Year One				
	Module I	Module II	Module III	Module IV
Required	MBA Core Curriculum		MBA Core & Custom Core	
			-835 Intro to Entrepreneurship	-846J Business Plan Analysis
Electives	n/a		<i>electives below also available</i>	<i>electives below also available</i>

Year Two				
	Module I	Module II	Module III	Module IV
Electives Interests Courses Minimum Five (5)	-837 Building a Successful Life Science Venture -822 Negotiations -839 Power, Politics & Leadership -754A Innovation & Product Development --847 Sales- 864 Managing Intellectual Property	-822 Negotiations -813 Business Demographics -816 Leading Organizational Change -744 Entrepreneurial Marketing	-870 Global Immersion -822 Negotiations -844 Legal Issues for Startups -839 Power, Politics & Leadership -847 Sales -828C Strategic Innovation -862 International Development -846G Entrepreneurial Strategy for High Tech Ventures -843A Family Business I: Introduction to Family Enterprise	-870 Global Immersion -822 Negotiations -839 Power, Politics & Leadership: one day seminar -866 Social Entrepreneurship -843B Family Business II: Managing the Family Office and Enterprise
	Electives Skills Courses Minimum Five (5)	-846K Acquiring Proprietary Technology to Start Your Entrepreneurial Venture -789 Mergers & Acquisitions -739 Complex Deals - 846R Applied Private Investment Management -856 Real Property Decisions **	-848A Launching the Venture I: Feasibility -846A Private Equity - 846R Applied Private Investment Management - -854 Real Estate Dvlpmt Process (Mod II-III)***	-733 Financial Statement Analysis -848B Launching the Venture II: Launch -843 Entrepreneurship through Acquisitions: Structuring your Buyout -817 Venture Capital -843A Family Business -790 Financial Deals and M&A* - 846R Applied Private Investment Management -854 Real Estate Dvlpmt Process (Mod II-III)*** -853 Real Estate Capital Markets (Mod III-IV)***

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Suggested Courses for Different Career Tracks

Type of Career	INTEREST Courses (min. 5 courses)	SKILLS Courses (min. 5 courses)	Notes
Starting a New Business	-754A Innovation & Product Development -744 Entre Mktg -754A Innovation & Prod Development -813 Busi Demographics	-848A,B,C Launch the Venture I, II and III -846A Private Equity -846K Acquiring Proprietary Technology to Start Your Entrepreneurial Venture	Choose from these classes to meet minimums.
Starting A High Tech Business <i>Same as above, plus:</i>	- 864 Managing Intellectual Property -846G Entrepreneurial Strategy for High Tech Ventures	-846K Acquiring Proprietary Technology to Start Your Entrepreneurial Venture -817 Venture Capital -818 Financing Early-Stage Ventures -Cross-campus Graduate Level courses where relevant	
Starting a Bio Tech Business <i>Same as above, plus:</i>	-864 Managing Intellectual Capital -837 Building a Successful Life Science Venture	-846K Acquiring Proprietary Technology to Start Your Entrepreneurial Venture -817 Venture Capital -Cross-campus Graduate Level courses where relevant	
Acquiring a Business	-822 Negotiations -839 PP&L -816 Leading Org Change -744 Entre Mktg -847 Sales	-739 Complex Deals -846A Private Equity -789 M&A -733 Fin Statement Analysis -790 Fin Deals & M&A*	Suggest a double concentration with Marketing
Acquiring Real Estate <i>Same as above, plus:</i>		-856 Real Property Decisions and one other real estate course	Suggest a double concentration with Real Estate
Fund Management, Venture Capital, Investment Banking or Consulting for the Entrepreneurial Client <i>Same as above, plus:</i>		-733 Fin Statement Analysis -817 Venture Capital	Suggest a double concentration with Investment Banking, Finance or Consulting
Distressed Entrepreneurial Opportunities <i>Same as above, plus:</i>		-798 Managing Turnarounds	Suggest a double concentration with Finance
Entrepreneurship in a Going Concern	-822 Negotiations -839 PP&L -813 Busi Demo -816 Leading Org Change -744 Entre Mktg	-733 Fin Statement Analysis -848A Launch the Venture I -789 M&A	Choose from these classes to meet minimums.
Entrepreneurship in a Non-Profit Organization <i>Same as above, plus:</i>	-836 Entre & Minority Economic Dev -870 Global Immersion		Suggest double concentration with Sustainable Enterprise
Entrepreneurship in a Global Environment (International Entrepreneurship) <i>Pick a type from above, then add:</i>	-813 Busi Demo -862 International Development* -870 Global Immersion	-843 Entrepreneurship through Acquisitions: Structuring your Buyout and exchange program credit	

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