SMLP - SOUTHERN MANAGEMENT LEADERSHIP PROGRAM

SMLP470 Fundamentals of Entrepreneurial Ventures (3 Credits)
Learn the processes and skills needed to launch and manage startup ventures, including technology startups. Assess the feasibility of a startup venture, as well as how to apply best practices for planning, launching, and managing new companies by using real-world examples and in-depth case studies. Discuss a wide range of issues of importance and concern to entrepreneurs and learn to recognize opportunity, assess the skills and talents of successful entrepreneurs, and learn models and approaches that help navigate uncertainty.

Restriction: Restricted to students in the Southern Management Leadership Program.
Credit Only Granted for: HLMN470, SMLP470, ENES460 or BMGT461.
Formerly: HLMN470.
Additional Information: SMLP470 may not count toward any BMGT major or minor degree.

SMLP471 Entrepreneurial Finance (3 Credits)
Examine the elements of entrepreneurial finance, develop and analyze financial statements, focusing on technology-based startup ventures and the early stages of company development. Address key questions that challenge all entrepreneurs: how much money can and should be raised; when it should be raised and from whom; how to define a reasonable valuation of a company; and how to structure funding, develop employment contracts, and make exit decisions. Analyze the variety of financing models across a venture’s life cycle, with an aim to understanding the incentives of each type of investor and the relative costs and benefits of each source of funding.

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Credit Only Granted for: HLMN471, SMLP471, ENES466 or BMGT365.
Formerly: HLMN471.
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SMLP472 Strategies for Innovation & Entrepreneurship (3 Credits)
Understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and how to create new value not only through new products or services, but with novel technologies, business concepts, organizing structures, transaction/financing mechanisms, distribution channels, and market segmentation. Challenge students to think about how to create value and build a productive business organization with available resources (e.g. intelligence, insight, energy, initiative and personal relationships).

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