

## MSEN CURRICULUM MATRIX

<i>Course Numbers and Descriptions</i>	ACCT 652 Accounting Info and Control Systems	ECNM 657 Prices, Profits, and The Market Economy	FINC 655 Financial Management of the Firm	MKTG 658 Marketing Management	ENTR 661 Entrepreneurship & the Generation of New Venture Ideas	BSCI 607 Personal Development for Leadership	BSCI 650 Personal & Leadership Development Workshop	ENTR 662 The Feasibility of New Venture Ideas	LEGL 668 Legal Aspects of Entrepreneurship	ENTR 663 Financing Entrepreneurial Ventures	DESC/ISTM 669 IT-enabled Process & Decision Support	ENTR 664 Managing Entrepreneurial Ventures	GSBM 694 Global Business Development Practicum	ENTR 665 Marketing Entrepreneurship Ventures	GSBM 670X Integration in Business Ops	ENTR 667 New Ventures Creation
<b>Program Learning Goals and Objectives</b>																
<b>GOAL 1: ENTREPRENEURIAL EXPERTISE</b>																
<b>Objective A:</b> MSEN students will be able to combine creative problem solving processes, skills and tools to generate personally compelling ideas for their own business ventures.					I D M											
<b>Objective B:</b> MSEN students will be able to assess the personal, technological, marketing and financial feasibility of their own business ideas.								I D M								
<b>Objective C:</b> MSEN students will be able to design business models for their own business ventures.	I	I	I	I				I	I	I D	I	I D	I	I D		I D M
<b>Objective D:</b> MSEN students will develop a greater understanding of their personal strengths and weaknesses as entrepreneurs.					I D	I D	I D								I D	
<b>Objective E:</b> MSEN students will be able to relate the principles of international business to their own ventures.													I D M			
<b>GOAL 2: ORAL PRESENTATION SKILLS</b>																
<b>Objective A:</b> MSEN students will be able to persuasively deliver an “elevator pitch” to an audience of potential stakeholders.					I D M											
<b>Objective B:</b> MSEN students will be able to effectively present a 15-minute PowerPoint presentation to an audience of potential stakeholders.																I D M
<b>GOAL 3: WRITTEN PRESENTATION SKILLS</b>																
<b>Objective A:</b> MSEN students will be able to generate a standalone plan for each component of their entrepreneurial business model.									I D M	I D M	I D M	I D M	I D M	I D M		I D M
<b>Objective B:</b> MSEN students will be able to produce a complete business plan for an entrepreneurial venture and present it to potential stakeholders.																I D M