

MANAGEMENT (GLMT1-CE)

GLMT1-CE 1000 Introduction to Entrepreneurship (3.5 Credits)

This course examines the conversion of ideas into successful business ventures. Topics include developing ideas for entrepreneurial ventures, testing the feasibility of an idea, evaluating the lifestyle considerations of business ownership, preparing business plans, seeking expert advice, securing financing, and avoiding common pitfalls.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLMT1-CE 1001 Building Entrepreneurial Ecosystems (3.5 Credits)

This course provides a framework for data gathering and analysis of practical value in assessing the vibrancy of entrepreneurial ecosystems. An understanding of productive, unproductive, and destructive entrepreneurship and how they contribute to economies will be reviewed, in addition to the necessary tools for developing an ecosystem.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLMT1-CE 1002 Marketing and Management for New Ventures (3.5 Credits)

This course examines the role and significance of management and marketing for new ventures. Topics such as decision-making, team building, marketing strategies, marketing research, market segmentation, advertising, and pricing will be analyzed. Participants will measure consumers' needs and wants, assess the competitive environment, select the most appropriate customer targets, and develop a marketing strategy and implementation program for an offering that satisfies consumers' needs to ensure the success of the new venture.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLMT1-CE 1003 Venture Business Plan Creation (3.5 Credits)

This course provides participants with a venue for commercializing their own or selected innovative ideas through focused study in several areas of entrepreneurship. The hands-on experience will teach participants specific methods to assess and understand the industry, customers, and competitors for a new venture. Participants will then learn how to translate those insights into a new venture idea, a business model, and set of distinctive new products and services.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes