

# ENTREPRENEURSHIP

## COLLEGE OF BUSINESS



### Courses

#### Entrepreneurship

This course sheds light on the entrepreneurial process, from opportunity recognition to the funding and growth of a new venture. By engaging with case studies and each other, students learn how successful ventures have been created as well as how to create a novel venture from scratch. Importantly, the central aim of this course is not the creation of a successful business per se, but to provide a comprehensive toolkit for prospective founders so that their decision to engage in entrepreneurship is as well thought-out and fruitful as possible.

#### Consulting

This course provides students with the knowledge and critical skills necessary for operating effectively as internal or external consultants. It builds on the premise that we are all “consultants”. Classes will focus on the process and key skills necessary for a successful consulting engagement, including project planning and management, data gathering and analysis, generating findings, as well as reporting, presentation, and feedback. The course will include a thorough exploration of careers in various types of consulting.

#### Financing the Start-Up

This course follows the financial decisions over the life cycle of an entrepreneurial venture from the creation of the business through raising capital, managing for growth, and exit through acquisition or IPO. Students will learn financial planning to ensure the start-up remains sustainable, as well as be able to identify key indicators of financial trouble.

### Got the next great business idea? Have an interest in working with start-ups?

Majoring in entrepreneurship, you will develop skills to face the challenges of fast-paced environments, solve difficult problems, and excel in situations that require adaptability, creativity, and analytical thinking. These traits are in high demand in every field. Career opportunities with this major include working as an innovation analyst at a growing technology company, program manager of a startup incubator program, non-profit manager, or founder of your own business.

### Potential employers

- Levelset
- New Orleans BioInnovation Center
- Lucid
- El Guapo Bitters

### Contact us



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