

# MBA in ENTREPRENEURSHIP & INNOVATION



## Full-Time, One Year Program – Summer Start Only

### SUMMER

Course Number & Title	Credit Hours	Course Description
MBA 8990 Creativity, Innovation and Entrepreneurship	3	Creativity and Innovation in entrepreneurship & business
MBA 8490 Entrepreneurial Strategy	3	Case-based class focused on the application of strategic thinking and best practices in new ventures

### FALL

Course Number & Title	Credit Hours	Course Description
MBA 8810 Ethics & Leadership	1	Leadership and soft skills training
MBA 8880 Entrepreneurial Internship	3	Required for all students. Practicing evidence-based entrepreneurship.
MBA 8310 Communication & Sales	2	Elevator pitches, presentations and sales strategies
MBA 8400 Entrepreneurial & Venture Management	2	Techniques, skills, problems and advanced concepts of entrepreneurship and venture management
MBA 8430 Entrepreneurial Accounting	2	Basic accounting techniques and integrating accounting principles into everyday business activities
MBA 8480 Marketing & Digital Strategy	3	Basic marketing principles and digital strategies such as web optimization and social media
MBA 8470 New Venture Creation	2	Project-based set up of new venture, network building and creating a business plan

### SPRING

Course Number & Title	Credit Hours	Course Description
MBA 8520 Social Entrepreneurship	1	Embracing sustainability and hybrid entrepreneurial principles
MBA 8450 Management of Technology & Innovation	3	Strategies and best practices for technology and new product development
MBA 8510 Operations & Logistics	1	Production, design, safety, environment and logistics
MBA 8440 Entrepreneurial Law	1	Legal issues from setting up a new business to protecting intellectual property
MBA 8720 Venture Finance	3	Basic financial concepts and entrepreneurial applications including various forms of funding and raising capital
MBA 8390 Negotiations	3	Developing negotiation strategy and skillsets

### SUMMER

Course Number & Title	Credit Hours	Course Description
MBA 8340 Business Plan Capstone	3	Finalize business plan and create elevator pitches for business leaders
EnterPrize Awards Competition (part of requirements for MBA 8340)	-	Three city pitch competition for prizes and exposure

### GRADUATION INFORMATION

MBA Tile Presentation Ceremony	Gala celebration held at Greenville ONE in May
Official Clemson Graduation	Official presentation of diploma, held in August

- Majority of the classes are held in person at Greenville one, with some being delivered online.
- Classes and orientation begin in June.
- Limited seats available in each cohort.