MBA ENTREPRENEURSHIP PLATFORM

The robust culture of entrepreneurship at Olin and across the Washington University campus serves to launch MBA students into a variety of career paths. Olin offers programs and courses for entrepreneurial-minded students drawn to the thrill and challenge of careers engaged in both commercial and social ventures. Upon graduation, Olin alumni found new start-ups, assume leadership roles in early stage firms, work in venture capital and private equity, and apply entrepreneurial perspectives to corporate and consulting careers. The Entrepreneurship Platform has been designed to effectively steer an MBA student toward careers in Commercial Entrepreneurship, Social Entrepreneurship, Non-Profit, Small Business, and/or Family Business Management, and Real Estate. Possible career tracks include Commercial or Social Venture Founder, Early Stage Business Employment/Leadership, Social Venture Employment/Leadership, Non-profit Management, Small Business Management, Family Business Management, Real Estate Development.

FOUNDATION COURSES (12.5 credits)
Complete these 9.5 credits:
MGT 560C Entrepreneurial Teaming for the Entrep. Platform (0.5 cr)
MGT 521 Introduction to Entrepreneurship (3 cr) OR
SWSA 5060: Social Entrepreneurship (3 cr, in School of Social Work)
MGT 524 Business Planning for New Enterprises: The Hatchery (3 cr)
MGT 511A Law & Business Management (1.5 cr)
MGT 511B Legal Issues at Business Stages (1.5 cr)

Complete 3 credits from the following:
- Board Governance & Volunteer Management (3 cr; School of Social Work)
- QB Evaluation of Programs & Services (3 cr; School of Social Work)

Complete these 9.5 credits:
- Any additional credits from the School of Social Work (3 cr)
- MEG 592 Competitive Industry Analysis (3 cr)
- MGT 533 Effective Managerial Communication (1.5 cr) OR
- MGT 535 Strategic & Crisis Communication (1.5 cr)
- OB 524 Negotiation (3 cr)
- MGT 529 Management and Corporate Responsibility (1.5 cr)
- OMM 500D Project Management (3.0 cr)
- OMM 573 Operations Management in the Service Industry (1.5 cr)
- OMM 576 Foundations of Supply Chain Management (1.5 cr)
- MKT 550H Creating & Building Brand Equity (1.5 cr)
- MKT 571A Marketing Research I (1.5 cr)

Complete 3 credits from the following experiential courses:
- MGT 520 Taylor Community Consulting (1.5 cr)
- MGT 550T Venture Advising (3 cr)
- MGT 550X CELECT (3 cr)
- MGT 550R Olin Board Fellows Program (3 cr)
- Any Approved Practicum (MGT 501, 3 cr) specific to Entrepreneurship

CONCENTRATIONS (complete one; 9 credits)

COMMERCIAL ENTREPRENEURSHIP
- FIN 531 Venture Capital and Private Equity (1.5 cr)
Complete 4.5 credits from the following courses:
- MEG 592 Competitive Industry Analysis (3 cr)
- MGT 533 Effective Managerial Communication (1.5 cr) OR
- MGT 535 Strategic & Crisis Communication (1.5 cr)
- OB 524 Negotiation (3 cr)
- FIN 534 ACF-I Valuation (1.5 cr)
- MEG 538B Compensation, Incentives, and Organizations (1.5 cr)
- MGT 500U The Basics of Bio-Entrepreneurship (3 cr)
- MGT 550B Managing the Innovation Process (1.5 cr)
- OMM 500D Project Management (3.0 cr)
- OMM 573 Operations Management in the Service Industry (1.5 cr)
- OMM 576 Foundations of Supply Chain Management (1.5 cr)
- MKT 559 & 559B Innovative Products & Services (3 cr)
- MKT 571A Marketing Research I (1.5 cr)
- MKT 500H Creating & Building Brand Equity (1.5 cr)
- One of the following courses:
  - MGT 551H Healthcare Management (3 cr) OR
  - MGT 500N Retail Management (1.5 cr) OR
  - MGT 540 Sports Management (1.5 cr) OR
  - FIN 549H Real Estate Finance (1.5 cr)
- Any individually relevant course approved by Platform Director

Complete 3 credits from the following experiential courses:
- MGT 550T Venture Advising (3)
- MGT 550X CELECT (3 cr)
- FIN 500S Tools of Venture Investing (1.5 cr) AND FIN 500L Early Stage Investing (1.5 cr)
- Any Approved Practicum (MGT 501, 3 cr) specific to Entrepreneurship

SOCIAL ENTREPRENEURSHIP
- Board Governance & Volunteer Management (3 cr; School of Social Work)
- QB Evaluation of Programs & Services (3 cr; School of Social Work)

Complete 3 credits from the following:
- Any additional credits from the School of Social Work (3 cr)
- MEG 538B Compensation, Incentives, and Organizations (1.5 cr)
- MGT 529 Management and Corporate Responsibility (1.5 cr)
- OMM 500D Project Management (3 cr)
- OMM 573 Operations Management in the Service Industry (1.5 cr)
- MKT 500H Creating & Building Brand Equity (1.5 cr)
- MKT 571A Marketing Research I (1.5 cr)
- Any individually relevant course approved by Platform Director

Complete 3 credits from the following experiential courses:
- MGT 520 Taylor Community Consulting (1.5 cr)
- MGT 550T Venture Advising (3 cr)
- MGT 550X CELECT (3 cr)
- MGT 550R Olin Board Fellows Program (3 cr)
- Any Approved Practicum (MGT 501, 3 cr) specific to Entrepreneurship

Platform Director: Cliff Holekamp, Senior Lecturer in Entrepreneurship
WCC Career Advisor: Mark Brostoff
MBA Program Liaison: Jackie Carter
Student Organization: Entrepreneurship & Venture Capital Association (EVCA)

Last update: 10/29/2014
# Suggested Course Schedule

## Required Core Course

### Platform Foundation Course

### Platform Concentration Course

<table>
<thead>
<tr>
<th>FL 1</th>
<th>Commercial Entrepreneurship</th>
<th>Social Entrepreneurship</th>
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<tbody>
<tr>
<td>Core Courses (20)</td>
<td>Core Courses (20)</td>
<td>Strategic Cost Analysis (2)</td>
</tr>
<tr>
<td>Entrepreneurial Teaming for the Entrepreneurship Platform (.5 cr)</td>
<td>Strategic Cost Analysis (2)</td>
<td>Managerial Statistics (1.5)</td>
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<td>Social Entrepreneurship (3 cr; School of Social Work)</td>
<td>Introduction to Entrepreneurship (3 cr OR Social Entrepreneurship (3 cr; School of Social Work)</td>
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<td></td>
<td>*Venture Capital and Private Equity (1.5 cr)</td>
<td>*Board Governance &amp; Volunteer Management (3 cr; School of Social Work)</td>
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<td></td>
<td>*Competitive Industry Analysis (3 cr)</td>
<td>#Evaluation of Programs &amp; Services (3 cr; School of Social Work)</td>
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<td></td>
<td>*Marketing Research I (1.5 cr)</td>
<td>*Competitive Industry Analysis (3 cr)</td>
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<td></td>
<td>*Creating and Building Brand Equity (1.5 cr)</td>
<td>*Marketing Research I (1.5 cr)</td>
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<tr>
<td></td>
<td>#Advanced Corporate Finance I – Valuation (1.5 cr)</td>
<td>*Creating and Building Brand Equity (1.5 cr)</td>
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<td></td>
<td>#Effective Managerial Communication (1.5 cr) OR Strategic &amp; Crisis Communication (1.5 cr)</td>
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<tr>
<td>Plus additional electives up to a semester total of no more than 18.5 credits</td>
<td>#Ethical Issues in Managerial Decision Making (1.5 cr)</td>
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<thead>
<tr>
<th>SP 2</th>
<th>Strategic Management (2)</th>
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<tbody>
<tr>
<td>**Negotiation (3 cr)</td>
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<tr>
<td>**Compensation, Incentives and Organizations (1.5 cr)</td>
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<td>**The Basics of Bio-Entrepreneurship (3 cr)</td>
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<td>**Operations Management in the Service Industry (1.5 cr)</td>
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<tr>
<td>**Project Management (3 cr)</td>
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<tr>
<td>**Sports Management (1.5 cr)</td>
<td>**Sports Management (1.5 cr)</td>
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<tr>
<td>#Real Estate Finance (1.5 cr)</td>
<td>#Real Estate Finance (1.5 cr)</td>
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<tr>
<td>**Healthcare Management (3 cr)</td>
<td>**Healthcare Management (3 cr)</td>
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<tr>
<td>Plus additional electives up to a semester total of no more than 18.5 credits</td>
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</tr>
</tbody>
</table>

* Could also be taken SP2
** Could also be taken SP1
# Could also be taken FL2 or SP2

Complete 4.5 credits from these courses; within those 4.5 credits, no more than one of these courses will apply.