

**Graduate Council Report**


**February 3, 2012**

**Special Consideration Item:**

Graduate Council approved the Mays Business School proposed revision to the Graduate Certificate in Entrepreneurship.


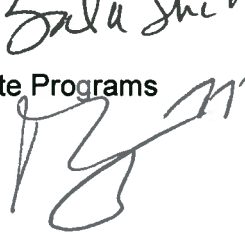


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Approved by GS:  
2-24-12  


December 15, 2011

**MEMORANDUM**

**TO:** Graduate Council- Suzie Brynildsen  
**THROUGH:** Jerry Strawser, Dean Mays Business School   
**THROUGH:** Mary Lea McAnally, Associate Dean for Graduate Programs   
**THROUGH:** Ricky Griffin, Head Department of Management   
**FROM:** Richard Lester   
**SUBJECT:** Proposed Revision to the Graduate Certificate in Entrepreneurship

The Department of Management in Mays Business School offers a graduate certificate program in "Entrepreneurship". The attached document details the elective options available to fulfill the 12 credit hours of certificate coursework. The goal of this program is to offer any degree seeking graduate student the opportunity to study in a both a practical and theoretical manner the field of entrepreneurship and be prepared to meet the challenges of an entrepreneurially oriented market place.

The purpose of this letter is to revise the current course offerings. This certificate has been available for a number of years and has seen increasing acceptance by students from many different colleges on campus. This has lead to quite a few requests to customize depending upon the student's entrepreneurial interests. The changes requested here also closely mirror the Department of Management's Master of Science in Entrepreneurship offering to students in the Mays Business School's Professional Program in Accounting.

The changes requested here represent the addition of two courses to the certificate as potential options for students. These two additional classes being added are MGMT 658 Managing Projects and MGMT 639 Negotiations.

Please contact me if you have any questions (rlester@mays.tamu.edu or 862-7091).

## **Graduate Certificate in Entrepreneurship (12hrs)**

A graduate certificate in entrepreneurship allows the student to customize what entrepreneurial classes best fit with their own unique circumstances. For example, students may choose from courses that emphasize: new business planning; development of commercial applications for new technical discoveries; financing of new ventures; new venture growth strategies; leadership; the management of creativity and innovation in organizational settings; negotiation skills; and project management.

Students choose 4 courses to earn the certificate designation (amongst the following: MGMT 637; MGMT 632; MGMT 638; MGMT 640; FINC 644; MGMT 639; MGMT 675; MGMT 658). The certificate is open to any degree seeking graduate student at Texas A&M University.

1. **MGMT 637 – Foundations of Entrepreneurship.** This course broadly addresses the process of launching a new venture. Specific topics include: (1) the process of opportunity discovery, selection, and development; (2) the attributes of entrepreneurs and new venture teams; (3) business plan development, including estimation of related resource requirements; and (4) core entrepreneurial strategies, including business-level, organizational design, marketing, and financial. The course generally strives to develop the competencies, concepts, and operational tools that are relevant to creating and implementing new ventures.
2. **MGMT 632 – Technology Commercialization.** This course focuses on technology, the process of evaluating the viability of raw technology, and the process of converting the raw technology into commercially viable products and services. While legal issues (e.g. intellectual property law, securities law) are not the central focus of the course, they are widely discussed in the context of the class. There is also a module on the Small Business Innovation Research (SBIR) grant program. The course generally strives to develop the competencies and skills needed to evaluate the commercial viability of university-generated technology, and to bring viable technologies to commercial success.
3. **MGMT 638 – Strategic Entrepreneurship.** This course is about entrepreneurship involving the establishment and management of new ventures by corporations or independent new venture teams. Firms create value by identifying opportunities in their external environment and then developing a competitive advantage to exploit them. Strategic entrepreneurship involves simultaneous opportunity seeking and advantage seeking behaviors. The course describes opportunity seeking, advantage seeking, and the balance between these two that is critical for organizational success. The course examines the development of an entrepreneurial mindset and culture, managing resources strategically, developing and exploiting innovation, along with a number other important topics (e.g., international entrepreneurship).

4. **MGMT 640 – Managing Creativity and Innovation.** This course examines factors that may foster or stifle individual, team, or organizational creative performance, and presents techniques designed to improve the student’s creative thinking skills. Additionally, the course describes some important aspects of managing creative persons toward some well-defined objective or end product.
5. **Finc 644- Funding New Ventures.** The central focus of this course will be to provide the students an understanding of entrepreneurship and entrepreneurial venture funding. The course will address the types of financing available at different stages of the new venture (bootstrapping, angels, venture capital, IPO’s, etc.), developing pro-forma financial statements, estimating capital requirements, and methods of firm and project valuation. This course will examine a number of specific issues and problems including: How are new business opportunities identified and evaluated?; How much money is needed to start, acquire or expand the business?; How, when and what kind of financing should be used to seize the opportunity?; How do I approach Angels? Venture Capitalists?; When should a venture be harvested? How do you get your capital out of the venture?
6. **MGMT 675. Leadership in Organizations.** Review of research on procedures, styles and methods of leadership, supervision, management and administration; all aspects of leader role behavior, both in practice and in research.
7. **MGMT 639. Negotiations in Competitive Environments.** Understanding prescriptive and descriptive negotiation theory as it applies to dyadic and multi-party negotiations, to buyer-seller transactions, dispute resolution, development of negotiation strategy and management of integrative and distributive aspects of the negotiation process.
8. **MGMT 658. Managing Projects.** Application of management processes to complex interdisciplinary organizational environments through the study of program and environment; master typical project management microcomputer software for project planning; resource allocation; project budgeting; and control of project cost, schedule and performance.

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