BAEP 453 – Venture Management
Tues & Thurs – 2pm – 3:50pm (meets at JFF)

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Course Description

Take your entrepreneurship to the next level!

In this course you will discover the many issues, challenges and opportunities that come-up in early to mid stage ventures with a focus on implementation of organizational systems structures and systems as new firms expand. You will delve deeper into what it takes to start and lead a venture to sustainability and explore possible exit options. Students will work in teams to actually launch a product or service – this course is not a “spectator” course...

You will work with a team to develop a real-world startup… This is a competitive class and all students should be prepared to participate in business activities that involve real world, life and business situations. All participants must understand a significant time commitment outside of class required by the structure of the class

Be prepared to get out into the real world and Get Dirty.

Learning Objectives

In this course, you will develop your conceptual and practical knowledge of launching and managing a startup enterprise.

Specifically, you will:

1. Develop an understanding of the differences between an initial idea and testing a valid concept.
2. Explore the “go-to-market” process.
3. Improve your business models and how they evolve to meet the realities of the marketplace.
4. Master Customer Development critical value to your venture.
5. Expand your awareness of bootstrapping a start up and getting market and customer feedback.

In addition, this course also provides an opportunity for you to develop your personal capabilities. Specifically, you will improve your analytical, communication, and sales skills. To achieve these objectives, a combination of methods will be used in the course, including lectures, problem-solving exercises, case studies, projects, and Living Cases...

GUEST SPEAKERS… You will have the opportunity to meet and learn from real world pros!

About The Instructor

I am a lifelong entrepreneur who loves teaching. The company I co-founded in my college dorm, U.S. Marketing & Promotions (sold to Omnicom), is currently the leading promotional marketing agency in the country. I am also a movie producer and board member at Radar Pictures, known for hit films such as “The Last Samurai,” “Spring Breakers,” and “Riddick.” I am passionate about helping you succeed.