Entrepreneurship Course Guide
Fall 2020

This guide provides a basic overview of the courses available in entrepreneurship across the university. Some are open to students of all levels and disciplines (i.e. the Hatchery), some are restricted to their respective department.

**Business Fundamentals for Non-Business Students**
Robert Portnoy
Tuesdays & Thursdays, 2:30 - 3:50 pm
Target audience: Non-business undergrads
Intended to help successfully position arts and sciences, engineering, and design majors for careers in organizations such as non-profits, entrepreneurial ventures, and corporations, among others.

**The Business of Clinical Research**
Melissa Walker
Mondays, 5:30 - 8:00 pm
Target audience: Grad and Undergrad
An overview of the business elements of clinical research, this course covers drug and device development, the regulatory environment, finance, corporate structures, and the clinical trials office. We will consider stakeholders including pharmaceutical and device industries, academic and private research centers, government agencies and other organizations. We also will study local, state, and federal regulations, as well as international and global issues that impact the business of clinical research.

**Business of Fashion**
Claire Thomas
Mondays & Wednesdays, 11:30 am - 12:50 pm
Target audience: Art Undergrads and others
This seminar course is an academic analysis of the business of fashion focusing on the following: marketing fashion products, consumer behavior, brand development, markets, promotion / distribution, and attention to emerging technologies. Students will study fashion merchandising and product development, including seasonal deliveries, line development, basic costing practices, and retail math. Case studies will engage students in current fashion business practices.

**Business Planning for New Enterprises (The Hatchery)**
Doug Villhard
Tuesdays, 4:00 - 5:50 pm
Target audience: MBA, MSW, JD, Undergrad, etc.
Students form teams to pursue their own or an outside entrepreneur’s commercial or social venture.
Prerequisite: Junior Standing

**Business Practices**
Margaret Juelich
Tuesdays, 4:20 - 6:00 pm
Target audience: Open
Issues relating to establishing a private practice including clinical management, small business and accounting practices, models of private practice, referrals and reimbursement, and managed care.
Prerequisite: Permission of department required.

**Capital Market Imperfections and Entrepreneurial Finance**
Bruce Petersen
Tuesdays & Thursdays, 11:30A - 12:50 or 2:30P - 3:50P
Target audience: Arts and Sciences Undergraduate/Graduate
Analysis of problems in capital markets for firm financing and institutional structures that address these problems. A substantial portion of the course explores the role of venture capital, especially in the high-tech sector of the United States economy where venture capital is important for commercializing cutting-edge science.
Prerequisite: Econ 4011. Econ 413 is recommended.
CEL Entrepreneurial Consulting Team
II Luscri
Tuesdays, 3:00 – 3:50 pm
Target audience: Grad and Undergrad
CELect is an experiential learning course that matches teams of Washington University students with St. Louis area start-up ventures to perform defined management consulting projects.
Prerequisite: Application required

Creating and Marketing Innovative Products and Services
Michael Wall
Mini-A, Tuesdays & Thursdays, 4:00 – 5:50 pm or Thursdays 6:15 - 9:15 pm
Target audience: MBA students
This course is the first of a two-part sequence, which aims to develop an understanding of the "state of the art" strategies, processes and methods used in developing new products. This course focuses on key new product issues including generation and assessment of ideas, value creation in competitive markets, the impact of disruptive technologies on mainstream industries, and the diffusion of innovative new products and services.

Designing Creativity: Innovation Across Disciplines
Bruce Lindsey & Rob Morgan
Tuesdays & Thursdays, 11:30 am - 12:50 pm
Target audience: First Year Undergraduate Seminar
Designing Creativity is a course that will explore the study and practice of the creative process across many disciplines with input from prominent thinkers and practitioners in the areas of medicine, neuroscience, law, engineering, architecture, human-centered design, business, stage design, and the performing arts.

Entrepreneurial Platform Seminar
Doug Villhard
Thursdays, 4:10 - 5:30 pm
Target audience: First Year MBAs
This course is designed to expose first-year MBA students to potential careers in entrepreneurship and corporate innovation through access to numerous guest speakers who have either founded startups, funded startups, joined startups, have innovated at established companies, or have founded non-profits (or for-profits) with a social mission.

Entrepreneurship and Intellectual Property Clinic
Tore Gianino, Jonathan Smith
Day and time TBD
Target audience: Law Students
Provide legal assistance to individuals and entities in the areas of entrepreneurship and intellectual property offering students an opportunity to gain practical knowledge about the central issues confronting startups and other entrepreneurial organizations.

Financial Metrics for Start-Ups
Theodore Stann
Mondays & Wednesdays, 1:00 - 2:20 pm
Target audience: Masters of Accounting and Finance students, etc.
Build management consulting skills and competencies through work on real-world projects with early-stage businesses. Clients will be both WashU-based entrepreneurs and St. Louis community.

Foundations of Business
Paige LaRose, Yoon Groves
Tuesdays or Thursdays, 1:00 – 2:20 pm or 2:30 – 3:40 pm
Target audience: First semester business undergrads
This course provides first semester business students with an introduction to each of the functional areas of business as well as the entrepreneurial function. As they work to design their own enterprise, students will build skills in teamwork, communication, critical thinking, and an understanding of the complex interplay of business functions.

Illustration Entrepreneur
Jeffrey Pike & Linda Soloviz Karpins
Tuesdays and Thursdays, 1:00 –3:50 pm
Target audience: Sam Fox and non-Sam Fox students
In this course, students will create images appropriate for surface design application to products. Students will work towards developing icons and motifs using shape based illustration, design, composition, hierarchy and thoughtfully considered color. Projects for this course will be in the applied context of gift and home decor markets, fabric design, stationary products, and toys.
Innovation & Entrepreneurship (EMBA)  
Samuel Chun, Barton Hamilton, Panagiotis Kouvelis, Nicholas Argyres  
EMBA 2 month course  
Target audience: EMBA only  
Ties effective idea generation and new-venture creation to competitive advantage and market leadership - for both entrepreneurs and intrapreneurs.

Introduction to Entrepreneurship (MBA)  
David Poldoian  
This course will meet on the following Saturdays: Aug 29, Sept 12, Sept 19, Sept 26, Oct 3, Oct 17 (Mid-term case), Oct 24, Oct 31, and Nov 7. Your final presentation will be on Dec 5 in Simon Hall 109.  
Target audience: MBA students  
This course is designed not only for the student with a burning passion to start his/her own business, but anyone who believes that entrepreneurial skills are an essential element of business success.

Introduction to Entrepreneurship (Undergrad)  
Dedric Carter  
Mondays & Wednesdays, 10:00 -11:20 am  
Target audience: Undergraduate students, all majors  
Through case studies, frequent guest speakers, and the professor's own experience, the real world of entrepreneurship will be brought into the classroom to provide a context for students to learn the fundamentals of founding, operating, and exiting a start-up business.  
Prerequisite: sophomore, junior, or senior standing in any school or college

Introduction to Social Entrepreneurship  
Heather Cameron  
Tuesdays and Thursdays, 1:00 – 2:20 pm  
Target Audience: Undergrads  
This class will explore the ways social entrepreneurs leverage traditional business models to craft innovative social businesses. Students will explore the fundamental principles of social entrepreneurship, while interacting with local organizations and refining their pitching skills.

Legal Issues at Business Stages  
Patricia Bland  
Mini-B, Thursdays, 6:15 - 9:15 pm  
Target audience: Grad students  
An analysis of legal issues affecting business from startup, operation, and the sale or closing of the business, including mergers and acquisitions.

Managing the Innovation Process  
Anne Marie Knott  
Three-day Class  
Target audience: Priority enrollment given to MSSCM students  
Innovation is a core business process associated with survival and growth of the organization, and it should be managed as such.

Marketing Strategies for Innovative Products and Services  
Michael Wall  
Mini-B, Tuesdays & Thursdays, 4:00 – 5:20 pm or Thursdays, 6:15-9:15 pm  
Target audience: Grads & Undergrads  
This course is the second of a two-part sequence. Each part in the sequence focuses on different areas of new product creation and can be taken as a stand-alone course. However, substantial synergies are gained by attending both courses and attaining extensive knowledge of the strategies, processes and methods used in creating successful new products.

Multidisciplinary Design & Prototyping  
Jackson Potter  
Tuesdays & Thursdays, 11:30 am – 12:50 pm  
Target audience: Open to All  
This hands-on course introduces students to the engineering design process and a variety of prototyping tools and techniques (such as 3D printing, laser cutting, sculpture, textiles, electronics, etc.).
Rapid Prototype Development and Creative Programming  
Todd Sproull  
Mondays & Wednesdays, 10:00 - 11:20 am  
**Target audience:** Grad & Undergrad  
Use web development as a vehicle for developing skills in rapid prototyping. Students acquire the skills to build a Linux web server in Apache, to write a web site from scratch in PHP, to run an SQL database, to perform scripting in Python, to employ the AngularJS web framework, and to develop modern web applications in client-side and server-side JavaScript.  
**Prerequisite:** CSE 131

Seminar in Entrepreneurship  
**Instructor TBD**  
Thursdays, 9:00 – 11:50 am  
**Target audience:** Doctoral students  
The course begins with an immersion section (entrepreneurship statistics, history of entrepreneurship, entrepreneur biographies) to provide a rich contextual framework for understanding the phenomena we will examine later. Then the course will look at the phenomena themselves.

Small Business Initiative  
Peter Boumarden, Robert Collins  
Mondays & Wednesdays, 11:30 am – 12:50 pm  
**Target audience:** Undergrad students  
Students work in a four-six person team on consulting projects, applying insights from their coursework to real-world business problems under faculty supervision.

Social Entrepreneurship  
Heather Cameron  
Tuesdays, 11:00 am – 12:30 pm, online  
**Target audience:** All students  
Study the entrepreneurial concepts and practices that are integral to successful innovation. This course emphasizes the social and policy context of venture development and the unique role of evaluation in this growing field.  
**Prerequisite:** For SW students: S15-5038.

Social Entrepreneurship (U College)  
Marlene Levine  
Online  
**Target audience:** All students  
This course links the passion of a social mission with the discipline and skills of successful business performance to explore the issues, concepts, and processes associated with social entrepreneurship.

Sustainability Exchange: Community and University Practicum  
Suzanne Langlois, Bill Lowry, Jonathan Losos, Hannah Roth, Raymond Erhard, Scott Krummenacher, David Webb, Carolyn Cosgrove Payne, Avni Solanki  
Tuesdays & Thursdays, 2:30 – 3:50 pm  
**Target audience:** Undergrads only, application required  
The Sustainability Exchange engages interdisciplinary teams of students to tackle real-world energy, environmental, and sustainability problems through an experiential form of education.

Taylor Community Consulting (CEL)  
Mark Soczek  
Thursdays, 2:30 – 3:50 pm  
**Target audience:** Grads & Undergrads  
This is a consultative experiential course that partners students with local, regional, and national non-profits to support their strategic development.

The Science of Biotechnology  
Joseph Jez  
Tuesdays & Thursdays, 3:30 – 4:50 pm  
**Target audience:** First year students; limited sophomores  
This course introduces topics for science and engineering majors with an interest in biotech and teaches scientific concepts to business students considering careers in biotech management and entrepreneurship.
Venture Capital Methods (Undergrad)  
Jeremy Degenhart  
Mini-A, Mondays, 4:30 – 7:30 pm  
Target audience: Grads and Undergrads  
Students are exposed to the process of analyzing, valuing and structuring potential equity investments in privately-held, entrepreneurial, venture-stage businesses. The goal is to develop critical thinking skills in evaluating potential investments and understanding the dynamics of various risk factors predominant in such investments, including market risk, execution risk and technology risk.  
Prerequisite: FIN 340 and FIN 441.

Venture Capital Practice  
Jeremy Degenhart  
Mini-B, Mondays, 6:15 – 9:15 pm  
Target audience: Grads and Undergrads  
This course is the capstone for students interested in early stage investing. The course objective is to develop practical skills for angel and early-stage investing in private companies.  
Prerequisite: FIN 500W and instructor approval.

For additional information about the entrepreneurship courses offered this semester visit: acadinfo.wustl.edu/CourseListings

To learn more about the entrepreneurial activities happening at WashU and around St. Louis visit: sc.wustl.edu