

Innovation and Entrepreneurship (INNO)

Courses

INNO 202. Leading People and Projects. 4 Units.

Assists experienced and inexperienced entrepreneurs with some of the challenges of managing others, and helps them build their understanding and skills so they can become more successful managers of people.

Restriction: Graduate students only.

INNO 203. Accounting for Entrepreneurs. 4 Units.

Provides the building blocks of financial and managerial accounting that are essential to entrepreneurs. Covers financial ratios and statements, including forecasting financial statements, basic transaction analysis, and generally accepted accounting principles.

Restriction: Graduate students only.

INNO 205. Marketing for Entrepreneurs. 4 Units.

Develops familiarity with fundamental concepts, theories, and techniques in marketing, and acquaints students with the type of decisions made by marketing managers including customer targeting, product, pricing, placement, promotion, and research.

Restriction: Graduate students only.

INNO 209. Managerial Finance and Venture Capital . 4 Units.

Provides the building blocks of finance knowledge that are essential to entrepreneurs. Covers investment and financing decisions, including the time value of money, cash flow creation, cost of capital, and capital budgeting.

Restriction: Graduate students only.

INNO 211. MIE ProSeminar.

Prepares students for the New Venture Competition in spring quarter. Students form teams to create a startup, submit concept paper, pitch ideas, and attend workshops throughout the academic year.

Grading Option: Satisfactory/unsatisfactory only.

Repeatability: May be repeated for credit unlimited times.

Restriction: Graduate students only. Master of Innovation and Entrepreneurship Degree students only.

INNO 212. Business Growth Strategies for Entrepreneurs. 4 Units.

Focuses on management of growth opportunities in industries where applied innovation, usually in the form of technology, people, or processes, creates distinct competitive advantages.

Restriction: Graduate students only.

INNO 214. Entrepreneurship. 4 Units.

Student teams develop a business plan to launch a new venture. Drafts of sections of the plan are due throughout the course.

Restriction: Master of Innovation and Entrepreneurship Degree students only.

INNO 215. Lean Startup. 4 Units.

Exposes students to an entrepreneurial experience with the same pressures and demands of an early-stage startup to provide a real-world, hands-on learning experience in starting a company.

Restriction: Master of Innovation and Entrepreneurship Degree students only.

INNO 257. Marketing on the Internet for Entrepreneurs. 4 Units.

Examines impact of the internet on traditional methods of marketing. Discusses how to capitalize on and increase the internet's utility as a tool that can increase marketing effectiveness, efficiency, and competitiveness. Evening or weekend course format.

Restriction: Graduate students only.

INNO 275. Innovation Internship. 2-4 Units.

Students apply innovative and creative knowledge obtained from classroom theory through work experiences. Provides knowledge of career opportunities, an understanding of the role innovation plays in business environments, and preparation to become an entrepreneur.

Grading Option: Satisfactory/unsatisfactory only.

Repeatability: May be repeated for credit unlimited times.

Restriction: Master of Innovation and Entrepreneurship Degree students only.

INNO 290. Special Topics in Innovation and Entrepreneurship. 2-4 Units.

Studies in selected areas of innovation and entrepreneurship. Topics addressed vary each quarter.

Repeatability: Unlimited as topics vary.

Restriction: Graduate students only.

INNO 291A. Business Creation: Ideation. 2 Units.

Business Creation is the capstone element for the MIE program that integrates all curricular and co-curricular activities, leveraging course work, expert speakers, and workshops to improve the quality of your idea.

Restriction: Master of Innovation and Entrepreneurship Degree students only.

INNO 291B. Business Creation: Pitch Deck Preparation. 4 Units.

Capstone element for the MIE program that integrates all curricular and co-curricular activities, leveraging course work, expert speakers, and workshops to improve the quality of your idea.

Restriction: Master of Innovation and Entrepreneurship Degree students only.

INNO 292. Business Law for Entrepreneurs. 2 Units.

Focuses on educating individuals starting, or investing in, a new business in the U.S. Provides an overview to common legal issues faced by entrepreneurs, such as business formation and structure, governance and employment contracts, and intellectual property and taxation.

Restriction: Graduate students only.

INNO 294. Edge: Innovation in the New Digital Age. 4 Units.

Explores the strategic and operational issues that business leaders face in adapting to the new business environment, what we call innovating, managing, and competing at the edge.

Restriction: Master of Innovation and Entrepreneurship Degree students only.

INNO 298. Merage Consulting Projects for Entrepreneurs. 4 Units.

Provides students the opportunity to put into practice concepts, skills, and tools acquired in other parts of the MBA program. Seminars augment internship experiences with analyses of relevant administrative issues.

Restriction: Graduate students only.

INNO 299. Individual Study. 1-8 Units.

Individual study under the direction of a selected faculty member.

Repeatability: May be repeated for credit unlimited times.