# Master of Arts in Entrepreneurship and Innovation (MA ENT)

### Introduction The Master of Arts in Entrepreneurship and Innovation at Cogswell College is a unique program created for students seeking to establish their own business ventures, manage entrepreneurial enterprises, transition to new careers or thrive through innovation within their current place of work. Students will learn the practical applications of business theories in ideation, marketing, operations, funding and management experiences of being an entrepreneur or intrapreneur. The program will help prepare students for the challenges and opportunities of new business ventures or leading innovative projects within an organization. Students benefit from opportunities to work on actual projects that have direct relevance to their ideas or current work.

### Program and Curriculum Delivery

The Master of Arts in Entrepreneurship and Innovation is designed with working professionals in mind. Courses are delivered both online and on ground with the in-class meetings conducted after work hours or on weekends. The entire 30-credit program can be completed in just 12 months, and includes a practicum where students apply their new skills to their own start-up ventures or innovative ideas. It’s an excellent way to earn your Master’s degree with minimal impact to your professional and personal life. Students without a business background are also welcome to enroll in the program, but will need to attend “IGNITE!” (a special primer on entrepreneurship and innovation in the weeks prior to the program’s start). The pre-session program will consist of 3-hour classes plus independent readings to provide a foundational overview of the entrepreneurial and innovation processes that will be critical to success in the MA ENT program.

### Key Program Values:

1. 12-month program
2. 8 academic and 2 practicum course
3. In-class meetings only on weekends
   1. 3 face-to-face meetings per course, rest are online
4. Faculty are industry professionals
5. Capstone course is a practicum. Options for the project include:
   1. Working with actual companies (a business, public or non-profit organization) to address an identified business challenge, research a new opportunity, or achieve a defined organizational objective.
   2. Work on students’ own innovative ideas or new business ventures.

## Program Learning Outcomes:

PLO1: Communicate effectively, logically and compellingly in writing, meetings and presentations.

PLO2: Apply management and leadership best practices in an entrepreneurial setting.

PLO3: Integrate business analysis and various tools into the discovery and implementation of innovative solutions to business problems.

PLO4: Develop entrepreneurial marketing plans, business and financial models.

PLO5: Design a comprehensive strategic plan for a new venture and/or innovation.

PLO6: Recognize and evaluate opportunities for promoting creativity and innovation in the global marketplace.

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## Curriculum: Adapted to the entrepreneurial business process

## Degree Plan: (8 academic courses = 24 units, 2 practicum courses = 6 units | Total 30 units)

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|  | | MA in Entrepreneurship and Innovation – Degree Plan and Class Schedule  30 credit units | | | | |
| Term | Course Number | | Course Title | Credits | Prerequisites | Duration  Class Days |
| Module 1 | ENT520 | | Business Models and Planning | 3 | None | Oct 22 - Dec 16, 2018  Oct 27, Nov 17, Dec 15 |
| ENT520 | | Business Models and Planning | 3 | None | Feb 4 – March 31, 2019  Feb 9, Mar 2, Mar 30 |
| ENT535 | | Entrepreneurial Marketing | 3 | None | Feb 4 – Mar 31, 2019  Feb 10, Mar 3, Mar 31 |
| ENT530 | | Finance and Accounting | 3 | None | Apr 15 – Jun 2, 2019  Apr 20, May 11, Jun 1 |
| Module 2 | ENT525 | | Legal Structures, Contracts and Risk Management | 3 | None | Jun 24 – Aug 11, 2019  Jun 29, Jul 20, Aug 10 |
| ENT550 | | Digital Transformation and Social Media | 3 | None | Jun 24 – Aug 11, 2019  Jun 30, Jul 21, Aug 11 |
| ENT560 | | Managing Entrepreneurial Operations | 3 | None | Aug 19 – Oct 6, 2019  Aug 24, Sep 14, Oct 5 |
| ENT590 | | Entrepreneurship and Innovation Practicum 1\* | 3 | None | Jun 24 – Oct 6, 2019  Jun 29, Aug 24, Oct 5 |
| Module 3 | ENT540 | | Negotiation, Sources and Uses of Power | 3 | None | Oct 14 – Dec 1, 2019  Oct 19, Nov 9, Nov 23\*\* |
| ENT555 | | Leadership and Management | 3 | None | Dec 9, 2019 – Feb 10, 2020  Dec 14, Jan 19, Feb 9 |
| ENT595 | | Entrepreneurship and Innovation Practicum 2\* | 3 | ENT590 | Oct 14, 2019 – Feb 10, 2020  Oct 19, Dec 14, Feb 9 |
| Total number of units: | | | | 30 |  |  |

*\*15-week course*

*\*\*Class will meet on Week 6 due to Thanksgiving Holiday.*

Courses

| Course number | Course title | Course description |
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| ENT520 | Business models and planning | How do you launch an innovative idea? Learn about the components of business model innovations focused on developing and driving competitive value for new businesses or ideas. Get inspired to rethink and redesign your business assumptions, strategies and innovative ideas.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT525 | Legal structures, contracts and risk management | Understand the legal considerations involved with starting new business ventures or bringing an idea to market. Learn about business structures, key contract components, liability and risk management, non-disclosure agreements, intellectual property, patents, copyrights, employment laws, taxes and other regulations as they pertain to start-ups.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT530 | Finance and accounting | Business leaders need to understand the economics of innovative ideas and the financial resources needed to support them. Learn foundational knowledge in finance and accounting to deepen your skill in financial information analysis. Develop the ability to interpret and apply financial information to the decision-making process. Course materials and hands-on practice will help explain core financial concepts and clarify frameworks.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT535 | Entrepreneurial marketing | Successful execution of an innovative idea requires a sound marketing plan. Learn how to use basic marketing tools to realize the potential of a new business venture or idea. Understand the nature of marketing challenges facing entrepreneurs and innovators, and then develop implementable solutions to address these.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT540 | Negotiation, Sources and Uses of Power | Negotiation is a process that involves building trust and relationships. This is also the starting point for influencing and shaping mutually beneficial agreements. Learn how to develop strategies to plan and execute successful negotiations while maintaining positive relationships with stakeholders. Coursework based on real-life workplace dynamics will help you assess your own skills and inclinations to increase your power and confidence in challenging situations. Strategies learned in this course may immediately be applied to your job and daily life.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT560 | Managing Entrepreneurial Operations | “Ideas are cheap. Make it work!” Startups and innovations face operational challenges and execution risks. This course provides a platform for a deeper understanding of important considerations for building startup operations from scratch. Investigate how innovation-based strategies, tools and operation models are used as sources of competitive advantages in organizations. Course materials present key operations concepts, frameworks and methodologies.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT550 | Digital Transformation and Social Media | The modern digital age presents unfamiliar challenges to business leaders and entrepreneurs. Examine and understand trends that shape new market realities. Learn about the causes and consequences of digital disruption, and how to manage marketing efforts in the digital world. Course materials provide context and practical methodologies for navigating and managing the digital ecosystem.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT555 | Leadership and Management | Leading and managing successful companies has changed. Today’s business landscape is more uncertain and volatile. Learn how leadership and management look in flourishing, innovative organizations. Understand why internal structures and traditional systems need to evolve and be agile in adapting to today’s competitive environment. Course materials provide research findings for improving organizations and strategies for developing performance-driven cultures.  **Prerequisite**: None, **Co- requisite**: None (3 credits) |
| ENT590 | Entrepreneurship and Innovation Practicum 1 | Part 1 of the capstone course. This capstone course provides opportunities to apply skills and knowledge learned in the program. This course enables students to gain real-life, practical experience in an entrepreneurial or innovative organization. Students, under the guidance of the practicum faculty team, will identify and work with a business, public or non-profit organization to address an identified business challenge, research a new opportunity, or achieve a defined organizational objective. Students may also work on their own innovative ideas or new business ventures.  **Prerequisite**: None, **Co-requisite**: None (3 credits) |
| ENT595 | Entrepreneurship and Innovation Practicum 2 | Part 2 of the capstone course. This capstone course provides opportunities to apply skills and knowledge learned in the program. This course enables students to gain real-life, practical experience in an entrepreneurial or innovative organization. Students, under the guidance of the practicum faculty team, will identify and work with a business, public or non-profit organization to address an identified business challenge, research a new opportunity, or achieve a defined organizational objective. Students may also work on their own innovative ideas or new business ventures.  **Prerequisite**: ENT590, **Co-requisite**: None  3 credits |

## Program Delivery

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| Master of Arts in Entrepreneurship and Innovation  CURRICULUM (12-month) | | | | | | | |
| IDEATE | | **BREAK**  **Practicum prep** | **TEST, REFINE AND ACCUMULATE RESOURCES** | | **BREAK**  **Practicum prep** | **IMPLEMENT AND SCALE** | |
| MODULE 1 | | **MODULE 2** | | **MODULE 3** | |
| TERM 1 | **TERM 2** | **TERM 1** | **TERM 2** | **TERM 1** | **TERM 2** |
| ENT520  Business Models and Planning | ENT530  Finance and Accounting | ENT525  Legal Structures, Contracts and Risk Management | ENT560  Managing Entrepreneurial Operations | ENT540  Negotiation, Sources and Uses of Power | ENT555  Leadership and Management |
| ENT535  Entrepreneurship Marketing |  | ENT550  Digital Transformation and Social Media |  |  |  |
|  |  | ENT590  Entrepreneurship and Innovation Practicum 1 | | ENT595  Entrepreneurship and Innovation Practicum 2 | |
| Coaching and Mentoring | | Coaching and Mentoring | | Coaching and Mentoring | |