Graduate Business Entrepreneurship (GBEN)

Courses

GBEN 401 Business Plan I 2 Credits
This course focuses on the need to validate that a market exists
for a new product or service. As a project-based course, students
work independently on a venture of their own choosing. They are
challenged to make use of primary market research methods to
identify demand determinants and test for the presence of first-time
buyers. Students search available databases and gather information
to estimate market size and growth potential.

GBEN 402 Business Plan II 2 Credits
This course focuses on the need to create a business plan to
launch a new enterprise. As a project-based course, students work
independently on a venture of their own choosing. Emphasis is given
to all the elements needed to commercialize a new enterprise from
a marketing, sales, operations, technology, facilities, and financial
perspective. The presentation format of the business plan receives
close attention as a tool to attract potential investors.

Prerequisites: GBEN 401

GBEN 403 Anatomy of Entrepreneurship 1 Credit
This course focuses on the personality traits and characteristics
of a founder. The leadership style and management of a startup are
highlighted as the venture moves through various stages of
development. Real-life situations are brought into the classroom
and students are challenged with decision-making in a startup
environment marked by enormous uncertainty and rapid change.
Students learn the critical role of the founder in attracting investors
and raising capital.

GBEN 404 Market Opportunity 1 Credit
This course focuses on entrepreneurial marketing and the methods
employed by emerging growth companies to successfully penetrate
and disrupt markets. Speakers and cases illustrate branding
strategies, selling approaches, pricing alternatives, and digital
marketing tactics peculiar to startups who are constrained by scarce
resources and saddled with expertise in the hands of a few.

GBEN 405 Intellectual Property 1 Credit
This course focuses on IP strategy and valuation with emphasis on
the technology-driven startup. Early stage companies must
demonstrate proof-of-concept to their investors, a huge milestone that
verifies the potential of real-world application. Speakers and cases
deal with the harsh trade-offs of IP decision-making and the constant
need to raise capital to accelerate technology development.

GBEN 406 Performing Due Diligence 1 Credit
This course focuses on due diligence as a creative and time-sensitive
process that can open or close doors for startups. Speakers and cases
illustrate what potential investors or acquirers do to validate the
accuracy, integrity, and completeness of information provided
before finalizing an investment decision. Students learn performing
due diligence is a labor-intensive investigative process that unfolds
in stages where the results also speak to the credibility of the
entrepreneur.

GBEN 407 Startups & Pivots 1 Credit
This course focuses on the need to pivot, or shift direction, when
market conditions and revenue shortfalls dictate major change.
Speakers and cases highlight what startups do to breathe new life into
a troubled venture. Students learn how founders raise capital under
adverse circumstances in order to buy time to re-configure product,
transition to another market and type of customer, and test a new
business model.

GBEN 409 Financial Forecasting 1 Credit
This course focuses on the use of pro forma financial statements
and projections to value and finance an early stage company. Cases
illustrate key assumptions and various scenarios that figure into a
multi-year forecast. Business models are evaluated for their profit
potential during a period of expansion and growth. Students learn the
art and science of valuing a startup.

GBEN 410 Financing Startups 1 Credit
This course focuses on the separate but overlapping worlds of angel
investors, venture capitalists, and strategic investors. Their funding
role, investment objectives, and market behaviors are analyzed
in capital raises for seed through late stage companies. Cases
give attention to venture capital and their term sheets. The course
culminates in a simulated deal negotiation involving students.

GBEN 412 Going Public 1 Credit
The course focuses on the initial public offering [IPO] or how the
venture capital-backed company moves from being privately-held to
publicly-held. Major emphasis is placed on the role of the investment
banker and the workings of the Securities & Exchange Commission
[SEC]. Actual IPOs traded on the NYSE or NASDAQ are dissected
from every angle before, during, and after a company goes public.

GBEN 413 Integrative Experience/New Venture Internship 1-4
Credits
Only students enrolled in the Entrepreneurial concentration may elect
one of these hands-on, project-orientated s. Integrative Experience
must meet the requirements of formal independent study and involve
a new venture situation with a startup or existing company. Students
employed in a New Venture Internship may also qualify for credit if the
same requirements are satisfied.

GBEN 414 Ventures in Brand Licensing 1 Credit
This course focuses on the art and science of building new
enterprises by utilizing licensing strategies to leverage the power
and influence of brands. A wide cross-section of deal structures
and negotiation strategies are explored. Key elements of a
licensing contract are dissected from a market, economic, and legal
perspective. The approach to learning is hands-on with speakers,
interactive exercises, and real-life situations shedding light on the
emergence of brand licensing as an alternative path to new venture
creation.

GBEN 415 Lehigh Silicon Valley 1-3 Credits
Immersion study-abroad-like program focused on venture capital-
backed companies and the paths taken to start, build, and exit an
enterprise. Offered in the hub of entrepreneurship, Silicon Valley, live
cases draw on seasoned practitioners from all reaches of the venture
community. Students strategically analyze and evaluate startups,
lead discussion, and assess team performance in recommending
go-forward strategies. Emphasis on real companies, real players,
and real situations in real time create a highly charged learning
environment. Winter term. Includes pre-trip sessions. Competitive
admission. Program fees.

GBEN 424 Entrepreneurship & Innovation: From Idea to
Opportunity 3 Credits
Thought about starting a business but wonder where to begin?
focuses on the idea stage of new venture creation where discovery
plants seeds of future enterprises. Student projects, case studies
and speakers introduce personal, interpersonal, financial, and
legal challenges startups encounter. Drawing on research on
entrepreneurial decision-making, students learn to think and behave
entrepreneurially. Participants “kick the tires” on their own and others’
just-emerging ideas and improve them. For those interested in starting
a business sometime in their lives.

GBEN 492 Special Topics 1-3 Credits
GBEN 497 1-3 Credits
Repeat Status: Course may be repeated.