

Master of Arts in Entrepreneurship

The Master of Arts of Entrepreneurship is designed for students seeking to pursue a business venture or manage an entrepreneurial enterprise. You will be exposed to practical application of business theory in ideation, marketing, management, capital, and the virtual experience involved with being an entrepreneur. Developed to provide specialized knowledge for budding entrepreneurs, this online graduate degree provides specialized knowledge taught by faculty members who will help lend direction to your entrepreneurial plans.

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Develop an innovative mindset that is proactive, customer-focused, and grounded in evidence-based decision-making.
- Design strategies that incorporate business canvas tools supporting the mission and vision of an organization for growth and sustainability nationally and internationally.
- Analyze key business metrics including financial reports, funding, legal compliance, and forecasting.
- Integrate business models and approaches for identifying and solving business problems and change management at the individual, group, and leadership levels.
- Develop a strategic business plan and pitch.

Degree at a Glance

Code	Title	Semester Hours
	Core Requirements	21
	Select one of the following concentrations:	12
	General Concentration (p. 1)	
	Business Analytics (p. 2)	
	Small Business (p. 2)	
	Sports Fitness (p. 2)	
	Final Program Requirements	3
	Total Semester Hours	36

Degree Program Requirements

Core Requirements (21 semester hours)

Code	Title	Semester Hours
ENTR500	Ideation ¹	3
BUSN601	Global Management Perspective	3
BUSN602	Managerial Analysis	3
BUSN603	Quantitative Analysis	3
ENTR617	Legal Practices for Entrepreneurs	3
ENTR623	Venture Capital	3
	Select 1 course from the following:	3
BUSN635	Business Plan Development	
ENTR510	Lean Accelerator	
Total Semester Hours		21

¹ Required as the first course in this program.

Students must choose a concentration for this degree program and may select from a General concentration, Concentration in Business Analytics, Concentration in Small Business, or a Concentration in Sports Fitness.

General Concentration (12 semester hours)

This concentration is designed for students seeking to pursue a business venture or manage an entrepreneurial enterprise. Graduates will be exposed to practical application of business theory in marketing, management, finance, and the online experience involved with running a business. Developed to provide specialized knowledge for budding entrepreneurs, this program will expose students to key concepts and faculty members that will help to lend direction to their entrepreneurial plans.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Design marketing strategies to effectively target the needs of current and future customers.
- Develop mission statements, vision statements, and business strategies to obtain and sustain various marketing segments to increase growth potential.
- Use analytical financial tools to conduct business analysis and to communicate reasoning for business decisions.

- Evaluate current business needs and the need for changes in policies and procedures by using advanced analysis techniques to determine their interdisciplinary applicability.
- Analyze the legal, regulatory, and compliance issues affecting the entrepreneurial environment. Compare and contrast various managerial approaches, specifically their effect on the individual, group, and organization.
- Integrate advanced business analysis and the use of various data tools into alternative evaluation in the discovery and implementation of possible solutions to business problems.
- Prepare financial forecasts as part of a comprehensive business plan.
- Design a comprehensive business plan and pitch.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN624	Principles of E Commerce	3
ENTR621	International Entrepreneurship	3
ENTR630	Entrepreneurial Marketing	3
RLMT500	Reverse Logistics Management	3
Total Semester Hours		12

Concentration in Business Analytics (12 semester hours)

This concentration provides the student with an array of study and course work in business analysis, decision-making, analytic tools, and applied analytics.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Evaluate advanced analysis methods and techniques to solve modern business problems.
- Recommend solutions to problems through the use of software analysis tools and techniques.
- Analyze scenarios to create case summaries and data-supported solutions.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN625	Applied Decision Making	3
BUSN660	Advanced Analytics I	3
BUSN661	Advanced Analytics II	3

BUSN662	Applied Advanced Analytics	3
Total Semester Hours		12

Concentration in Small Business (12 semester hours)

This concentration is designed for students who want to focus on being a small business owner. Graduates examine the legal practices, operations, funding, and marketing specific to a small business. Developed to bring specialized knowledge to entrepreneurs, this program will expose students to key concepts and principles to be a successful small business owner.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Determine the legal and ethical issues small businesses face.
- Analyze methods used to critically evaluate specific operational functions.
- Formulate funding options that support the strategy and goals of your small business.
- Generate a marketing and advertising strategic plan to meet the goals of your venture.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
ENTR615	Legal Practices for Small Business	3
ENTR620	Small Business Operations	3
ENTR625	Small Business Funding	3
ENTR631	Small Business Marketing	3
Total Semester Hours		12

Concentration in Sports Fitness (12 semester hours)

The fitness industry is growing and many individuals express an interest in being an entrepreneur in this field. Research shows growth estimates ranging from 9.76 billion dollars in 2008 to a \$24 billion industry today. The fitness industry services some 51 million Americans of all ages and income levels. The fitness industry has been forecasted to grow 23% by 2025 and encompasses different types of gyms. Sports fitness is a growing industry due in part to increased awareness of health and wellness. In this concentration, students will focus on wellness, conditioning, trends, and culture.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Describe the role and function of acute training variables including sets, repetitions, duration, frequency, tempo, intensity, and rest interval as they relate to metabolic specificity of exercise.
- Analyze the field of exercise physiology related to fitness, performance, and health.
- Develop two diets that optimize performance using the established nutrition principles.
- Design a strength-training program using goal specific measurements of strength.
- Devise strategies to demonstrate and teach proper exercise techniques.
- Design a comprehensive goal-setting program for individuals and teams.
- Synthesize findings related to sports nutrition and supplementation into recommendations for professional practice.

¹ Taken once all other requirements have been met.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		12
SPHS501	Advanced Exercise and Sport Physiology	
SPHS502	Motor Learning	
SPHS503	Nutrition for Sports Performance	
SPHS504	Advanced Methods of Strength and Conditioning	
SPHS506	Essentials of Human Performance and Exercise Science	
SPHS508	Current Topics in Exercise Science and Human Performance	
SPHS509	Optimal Sports Performance	
SPHS520	Current Topics in Health and Wellness Management	
Total Semester Hours		12

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
ENTR699	Entrepreneurial Project Capstone ¹	3
Total Semester Hours		3