WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION  

COURSE NUMBER: MBA 7604  
COURSE TITLE: New Business Ventures  

I. LEARNING OUTCOMES AND GOALS:  

GOAL A: Understand the nature and importance of new venture creation.  

Learning Outcomes: The student will  
A1: Examine the Entrepreneurial and Intrapreneurial mind-set of successful venture creators  
A2: Discover the process of determining new venture opportunities  

GOAL B: Analyze the aspects of starting the new venture including e-commerce  

Learning Outcomes: The student will  
B1: Identify the various sources of new ideas.  
B2: Discuss the role of product planning and development  
B3: Determine successful techniques for creative problem solving  
B4: Learn the importance of legal issues  
B-5 Learn the methodology in developing a complete business plan including the marketing, organizational and financial aspects  

GOAL C: Financing the new venture  

Learning Outcomes: The student will  
C1: Learn to identify sources of capital  
C2: Examine the aspects of risk and venture capital  
C3: Examine the various methods of valuing a company  

GOAL D: Managing the growth of the new venture  

Learning Outcomes: The student will  
D1: Assess the attractiveness of new entry opportunities  
D2: Assess first mover advantages v. disadvantages  
D3: Learn about risk reducing strategies
GOAL E: Assess resources for growth using external opportunities

Learning Outcomes: The student will

E1: Evaluate franchising
E2: Learn the possibilities that acquisitions, mergers and leveraged buyouts present
E3: Learn the importance of negotiation.

GOAL F: Exit and harvesting strategy

Learning Outcomes: The student will

F1: Examine the options available for an exit strategy

GOAL G: Introducing and selling the concept of the new venture

Learning Outcomes: The student will

G1: Learn how to present the plan to various groups for initial and ongoing support

II. RATIONALE:

The entrepreneurial process is the backbone of American success. While all major firms including the Fortune 500 had their genesis in the minds of entrepreneurs, their importance has lessened in the last 30 years. Although small companies have added over 34 million new jobs in this country since 1980, the Fortune 500 firms have lost almost 5 million! No other country in the world has started more successful businesses than the United States and to a large extent; the future prosperity of this nation will be dependent on the continuation of new and innovative ventures!