


ENTREPRENEURSHIP CERTIFICATE CURRICULUM

2013

FACULTY MEMBER	COURSE TITLE
<p data-bbox="94 470 362 499">Dr. Carol Reeves, PhD</p>  <p data-bbox="94 1129 768 1161">http://waltoncollege.uark.edu/directory.asp?id=creeves</p> <p data-bbox="94 1194 776 1255">Associate Vice Provost for Entrepreneurship, Cecil & Gwendolyn Cupp Applied Professorship in Entrepreneurship</p>	<p data-bbox="808 470 1255 499">Introduction to Entrepreneurship</p> <p data-bbox="808 548 1529 982">The Introduction to Entrepreneurship module will provide participants with a solid foundation for the courses that follow in the Entrepreneurship Certificate program. We will discuss factors that you should consider as you evaluate whether your business idea can be turned into a profitable new venture. We will also discuss how you can increase the chances that your new venture will succeed. The goal of the module is to help you identify and evaluate business opportunities and minimize common mistakes many entrepreneurs make before spending time and money on a new venture that is unlikely to succeed.</p> <p data-bbox="808 1024 1529 1585">The lean startup model will be used to focus our discussion. By the end of the introduction to entrepreneurship module, students will have developed a “business model canvas” for their business idea. Popularized by Steve Blank at the Stanford Business School, the objective of the business model canvas is to identify the riskiest parts of your business model and systematically test the risks in it. Students will develop hypotheses about issues such as the key problems faced by customers, the channels through which customers can be reached, and the revenue and cost model for your business. Future modules in the Certificate will prepare you to address these risks, allowing you to focus your efforts on building the right business in the right way at the right time.</p>

Dr. Heather Dixon-Fowler, Ph.D.



Visiting Faculty

Entrepreneurial Leadership

This course focuses understanding relevant leadership theories and developing the leadership skills necessary for entrepreneurs in a variety of contexts. The course explores the characteristics of successful entrepreneurs as well as challenges of leading startup organizations. In addition, students will examine the importance of building a culture of innovation and creativity and the role of the entrepreneur at various stages in the life of the organization. Students will also have the opportunity to identify and analyse their own leadership styles and develop a personal leadership plan for future application.

Arthur Mathews, Ph.D.



<http://waltoncollege.uark.edu/directory.asp?id=amatthew>

Visiting Assistant Professor

Negotiations/Selling

This two day course will empower leaders and develop critical skills that will enable those in attendance to immediately begin applying negotiation techniques and strategies. Differences between positions and interests, divergent leadership styles, a myriad of communication styles and personality clashes require the understanding and execution of the rules of engagement to consistently negotiate. Failure to negotiate effectively can lead to intractable conflict, lost business opportunities and an uncompetitive advantage in any business environment. Negotiation skills are essential for breakthrough leaders and therefore a plethora of techniques for effectively negotiating with co-workers, staff, superiors, vendors and other internal and external stakeholders will be the focus.

This course although substantive will be engaging and participant centered. Specific topics include, but are not limited to, common negotiation

Dr. Jeff Murray, Ph.D.



<http://waltoncollege.uark.edu/directory.asp?id=jmurray>

R.A. & Vivian Young Chair, Marketing Department Chair

Marketing – Managing Ideas, Products and Services

The purpose of this course is to provide an overview of marketing, consumer behavior, and marketing research as they relate to the management of ideas, products, and services. The course is based on two fundamental themes. The first theme involves learning tools or paradigms useful for marketing management. Three paradigms or perspectives will be examined. The first paradigm seeks an answer to the question, what is the consumer thinking? This perspective focuses on cognitive issues such as attention, comprehension, memory, and attitude formation. The second paradigm explores the relationship between marketplace contexts and behavior. Finally, the third paradigm examines the cultural context in which this thinking and behaving takes place. The second theme involves applying these tools in the context of extended cases or brand stories. These themes help students develop the skills, and understanding, necessary to better manage the value-chain from a marketing perspective.

Dr. Adriana Hofer, Ph.D.



<http://waltoncollege.uark.edu/directory.asp?id=arossite>

Assistant Professor

Supply Chain Management

This course provides an overview of supply chain management principles and activities. Specifically, following a total cost perspective, this course examines the planning and management of key supply chain activities, such as transportation, inventory, as well as coordination with suppliers, customers, and logistics providers. Emphasis is placed on the interplay between various supply chain activities and their impacts on a firm's performance and competitive advantage. The course also covers key issues involved in the management of global supply chains.

Dr. Alan Ellstrand, Ph.D.



<http://waltoncollege.uark.edu/directory.asp?id=aellstra>

Professor and Charles C. Fitchner Chair

Innovation and Entrepreneurship

Gaining a better understanding of and appreciation for the innovation process and the role that creativity can play in business success is a crucial requirement for both entrepreneurs and employees of established businesses in today's rapidly changing business environment. The objectives of this two-day course module on innovation and creativity will be to provide students with a clear understanding of key elements of the innovation process as well as innovation best practices that they can utilize in their businesses. We will compare and contrast the benefits and costs associated with revolutionary vs. incremental innovation. We will also examine key sources of innovation throughout the firm's value chain and its external network. In addition, we will consider some of the cutting-edge best practices used in the most innovative firms as well as some of the greatest innovation failures of alltime, in order to learn from past experience. We will then turn our focus to the role that creativity plays in leading to business innovation and discuss proven methods for enhancing individual creativity. The class will be conducted using a combination of lecture, class discussion, hands-on class exercises and case study discussions designed to encourage students to grapple with the challenges and rewards associated with innovation and creativity.

Dr. Vern Richardson, Ph.D.



<http://waltoncollege.uark.edu/directory.asp?id=vjrcha>

Professor and S. Robson Walton Chair in Accounting

Accounting/Finance for Entrepreneurs

The course is designed to help consider where and how value enhancement occurs in the supply chain. We do that in three ways:

1. We will review some basics in accounting as well as how it interacts with finance and strategy.
2. We will review some potential metrics to measure value and review an academic article that explicitly investigates value in the supply chain. We will reinforce that knowledge using a game simulation to show an application of how accounting, finance and strategy interact around supply chain implementations to create value.
3. We will introduce some more advanced accounting concepts and how they are used to help govern the firm.

Dr. Vikas Anand, Ph.D.



<http://waltoncollege.uark.edu/directory.asp?id=vikas>

Associate Professor and Interim MBA Director

Business Models and Value Networks

Any creative idea can lead to a successful entrepreneurial outcome if it can be developed and implemented in a way that creates value for the firm. This is done through the creation of a successful business model and this module exposes students to the characteristics of business models and gives them the tools with which to assess business model effectiveness.

In addition, many business models in the twenty first century are based on creating value through partnerships with a variety of other entities such as suppliers, accessory manufacturers and so on. The joint value creation occurs through the firm's value network and this course exposes students to developing strategies through a focus on value networks.