

Entrepreneurs play a critical societal role by driving innovation, creating employment opportunities, and leading to sustainable competitive advantage in the global marketplace. The core entrepreneurial skills of opportunity recognition, effective verbal and written communication, and critical thinking are crucial in the modern economy. The Anderson School of Management is pleased to announce a significant expansion of the entrepreneurial course offerings available to undergraduates starting in the 2013-14 academic year (see Table 1). During the winter quarter, three courses on entrepreneurship will be taught by Anderson faculty. Brief course descriptions of current and future courses are given below.

Table 1: Proposed Course Offerings (2013-2014)

Courses (MGMT 180)	FALL	WINTER	SPRING
Entrepreneurship and New Venture Initiation	x	x	x
Business Plan Development		x	x
Entrepreneurial Technology and Science Commercialization		x	
Entrepreneurial Marketing and New Product Development			x
Entrepreneurial Finance and Accounting			x

MGMT 180 – Entrepreneurship and Venture Initiation

This four unit course serves as a rigorous introduction to entrepreneurship and venture initiation from the perspective of the entrepreneur. It is intended to be a self-contained course that introduces the concepts of idea generation, market analysis, fundraising, legal corporate structures, and basic financial accounting for entrepreneurial endeavors. This course is strongly recommended as a prerequisite for all other entrepreneurial courses and will be limited to 40 students per section.

- **Winter, MGMT 180, Section 1: Prof. Wilson, Tuesdays, 1:00 PM – 3:50 PM**

MGMT 180 – Business Plan Development

This four unit course teaches the fundamentals of developing an effective business plan in presentation and written form. Emphasis will be on the principles of designing and articulating plans for sales, marketing, product or service, operations, financials, management, and staffing functions of a new start-up business.

- **Winter, MGMT 180, Section 4: Prof. Funk, Mondays, 1:00 PM – 3:50 PM**

MGMT 180 – Entrepreneurial Technology and Science Commercialization

This four unit course serves as an introduction to the transformation of new knowledge and inventions into viable commercial products and services, with particular attention to the technology transfer process at major research universities like UCLA. Initial emphasis is on the assessment and protection of intellectual property (IP) and the early evaluation of technologies to determine the potential for commercialization.

- **Winter, MGMT 180, Section 3: Profs. Wilson & Osborne, Thursdays, 1:00 PM – 3:50 PM**

MGMT 180 – Entrepreneurial Marketing and New Product Development

This four unit course introduces the substantive and procedural aspects of successful new product design and launch with emphasis on available marketing tools and critical marketing decisions. *Likely offered in the spring quarter.*

MGMT 180 – Entrepreneurial Finance and Accounting

This four unit course is an introduction to fundamental concepts in accounting and finance of relevance to starting, growing and managing an emerging enterprise. Examples of content include breakeven analysis, basic financial and managerial controls, working capital management, capital budgeting, investments and asset pricing, and financing with debt and equity. *Likely offered in the spring quarter.*

Notes: Students who complete multiple MGMT 180 entrepreneurship courses and have business ideas may be able to do further independent study work supervised by Anderson faculty or under auspices beginning in Spring Quarter. Please contact nathan.wilson@anderson.ucla.edu for additional information regarding the program.