

# EI - ENTREPRENEURSHIP AND INNOVATION

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## **EI 5000 Introduction to Entrepreneurship and Innovation Cr. 3**

Introduces the integrative new venture development framework, processes and tools applied throughout the program, and explores opportunities, resources available and the local entrepreneurial ecosystem. Offered Every Term.

## **EI 5200 Startup Funding and Profitability Cr. 3**

Introduces students to basic accounting and financial information and the tools necessary to understand the workings and prospects a new venture; explore funding options for new ventures and develop financial projections required in a business plan. Offered Yearly.

**Prerequisites:** ([EI 5000])

## **EI 5400 Management and Leadership for Entrepreneurs Cr. 3**

Topics include: the essential attributes of a successful entrepreneur and innovation; development of effective networks and personal relationships; working with and blending the strengths and talents of others, group and team dynamics; effective leadership and management; the everyday challenges of creating, owning and running a new venture, and exploring the differences which arise due to the type and size of the new venture. Offered Yearly.

**Prerequisites:** ([EI 5000])

## **EI 5600 Marketing New Ventures Cr. 3**

Topics include: product development vs. customer development; market types; customer types; diffusion and adoption life cycle theories and concepts; market opportunity analysis and product/ market fit, estimation of market size; value proposition; positioning statement; marketing strategy and plan to launch and sustain a new venture. Offered Yearly.

**Prerequisites:** ([EI 5000])

## **EI 5900 Special Topics in Entrepreneurship and Innovation Cr. 3**

Topics to be announced in the schedule of classes. Offered Yearly.

## **EI 5950 Directed Study in Entrepreneurship and Innovation Cr. 3**

Offered Every Term.

## **EI 6000 Entrepreneurship and Innovation Capstone Cr. 3**

Combines seminars with a project-intensive learning experience situated in the Detroit entrepreneurial ecosystem. Integrate and apply accumulated learning experiences from previous courses to the creation of a viable new venture and reach a decision whether or not to proceed, pivot, or terminate a new venture, and plan how to take these next steps. Offered Every Term.

**Prerequisites:** (3 of EI 5200, EI 5400, EI 5600, EI 5900, EI 5950, FPC 5010, FPC 5660) AND ([EI 5000])

## **EI 7000 Introduction to Entrepreneurship and Innovation Cr. 3**

Exploration of entrepreneurship and innovation, introduces an integrative new venture development framework along with processes and tools applied throughout the certificate program; explores opportunities, resources available and the regional entrepreneurial ecosystem. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

## **EI 7200 Startup Financing and Profitability Cr. 3**

Introduces students to basic accounting and financial information and the tools necessary to understand the workings and prospects for a new venture; explore funding options for new ventures and develop financial projections required in a business plan. Offered Yearly.

**Prerequisites:** ([EI 7000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

## **EI 7400 Management and Leadership for Entrepreneurs Cr. 3**

Topics include: the essential attributes of a successful entrepreneur and innovation; development of effective networks and personal relationships; working with and blending the strengths and talents of others, group and team dynamics; effective leadership and management; the everyday challenges of creating, owning and running a new venture, and exploring the differences which arise due to the type and size of the new venture. Offered Yearly.

**Prerequisites:** ([EI 7000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

## **EI 7600 Marketing New Ventures Cr. 3**

Topics include: product development vs. customer development; market types; customer types; diffusion and adoption life cycle theories and concepts; market opportunity analysis and product/ market fit, estimation of market size; value proposition; positioning statement; marketing strategy and plan to launch and sustain a new venture. Offered Yearly.

**Prerequisites:** ([EI 7000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

## **EI 7800 Special Topics in Entrepreneurship and Innovation Cr. 3**

Offered Yearly.

**Prerequisites:** ([EI 7000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

## **EI 7850 Directed Study in Entrepreneurship and Innovation Cr. 3**

Offered Every Term.

**Prerequisites:** ([EI 7000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.

## **EI 7900 Entrepreneurship and Innovation Capstone Cr. 3**

Combines seminars and discussions with a project-intensive learning experience situated in the Detroit entrepreneurial ecosystem. Integrate and apply accumulated learning experiences from previous courses to the creation of a viable new venture; reach a decision whether or not to proceed, pivot, or terminate a new venture; plan how to take the next steps and/or continue to pursue funding and achieve venture success. Offered Every Term.

**Prerequisites:** ([EI 7000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students.