

EI - ENTREPRENEURSHIP AND INNOVATION

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.