

ENTREPRENEURSHIP INDUSTRY EMPHASIS

From Steve Jobs to Oprah Winfrey to Mark Zuckerberg, successful entrepreneurs can spot a business opportunity—and seize it. TCU’s entrepreneurship emphasis prepares you to start your own business or carve out a career as an innovator within a larger organization.

:: ABOUT THIS INDUSTRY EMPHASIS

Ready to transform your great idea into a business success story? At TCU, you can add an emphasis in entrepreneurship to your MBA study plan.

You'll take elective courses focused on the analytical and practical tools required to create a successful enterprise from the ground floor up. You'll develop your ability to recognize and evaluate opportunities, acquire resources, create enterprises and manage entrepreneurial organizations.

:: PROGRAM HIGHLIGHTS

LEADING THE WAY

Neeley MBA students share their expertise to make a significant impact on the local business community.

TCU MBA students served as business planning coaches for the five companies selected as finalists in the Fort Worth Business Assistance Center's business planning competition, and one student served on the judging panel. The competition is held for local businesses that have been in operation for at least a year and have annual revenues between \$50,000 and \$500,000.

TCU MBA students also lend their support to TECH Fort Worth's IMPACT Awards program that recognizes North Texas startup companies that bring innovative technologies to market. Students served as screening judges and attended the event with more than 400 community leaders, entrepreneurs, technology advocates and potential investors.

:: EXPLORE YOUR ACADEMIC PROGRAM

FEATURED FACULTY

RAY SMILOR :: Internationally recognized entrepreneurship expert Ray Smilor, the Robert and Edith Schumacher Executive Faculty Fellow in Innovation and Technology, brings his experience launching innovative companies to the classroom. He has built three catalytic organizations: the IC2 Institute at the University of Texas-Austin, the Ewing Marion Kauffman Foundation and the Beyster Institute at the University of California-San Diego.

He has authored 15 books, including *Daring Visionaries: How Entrepreneurs Build Companies, Inspire Allegiance and Create Wealth*, and he works with organizations ranging from the Kansas Bioscience Authority to the U.S. Russia Investment Fund. In 2011 he was honored with the John E. Hughes Award for Entrepreneurial Advocacy from the U.S. Association for Small Business and Entrepreneurship.

COURSES

ENTREPRENEURSHIP INDUSTRY EMPHASIS :: The student must complete 6 credit hours as specified below:

- MANA 70513 Venture Ideas (3)
- MANA 70523 New Venture Planning (3)

PLUS complete 3 credits from the following:

- ACCT 70153 Financial Statement Analysis (3)
- FINA 70543 Advanced Financial Management (3)
- MANA 70610 Essentials of Negotiation (1.5)
- MARK 70720 New Product Development (1.5)

This course listing provides an overview of elective offerings. Specific course requirements may change after printing. For the most recent curriculum, visit our website at neeley.tcu.edu/mbacurriculum.

:: LEARN MORE

EXPLORE TCU'S STAND-AND-DELIVER MBA

mba.tcu.edu/standanddeliver

QUESTIONS?

Neeley MBA Admissions Office
Texas Christian University
Neeley School of Business

TCU Box 298540
Fort Worth, Texas 76129

817-257-7531
1-800-828-3764, ext. 7531
Fax 817-257-6431

mbainfo@tcu.edu

