



Master's Degree Program BUSINESS ADMINISTRATION

Concentration: **Entrepreneurship**

ABOUT THIS DEGREE PROGRAM

The Master of Business Administration program (Master of Business Administration in Management program in New York) blends management theory with real-world applications, emphasizing practical skills and concepts businesses demand from management professionals. Providing a comprehensive business education, the program is designed to enable students to develop management expertise and advance their knowledge and skills in areas such as corporate management, directing cross-disciplinary endeavors and integrating functions across the business enterprise.

ENTREPRENEURSHIP CONCENTRATION

If you're interested in starting a small business, sustaining a new venture or developing skills highly valued by corporations, then earning an MBA with a concentration in Entrepreneurship from Keller can help you realize your goals.

Our program focuses on the new venture lifecycle, from the initial conceptualization of a business idea, to its realistic planning, funding and execution. In addition, you can gain an understanding of successful marketing and exit strategies. Integrating fundamental theory and practical application, our MBA program with a concentration in Entrepreneurship is designed to prepare you with the general operation management skills you need to grow a competitive and enduring enterprise in the current business environment.



TECH PATH

We've put technology at the core of this program.

With TechPath, you'll gain a technology foundation through our experiential learning approach and build the applied tech skills that you'll need to function in the tech-driven business world. You'll also work through real-world business scenarios to be better prepared to tackle modern business problems.

KNOWLEDGE AND SKILLS

MANAGEMENT THEORY AND PRACTICES

Demonstrate in-depth knowledge of enterprise-wide functions relevant in the global economy.

PROFESSIONAL COMMUNICATION — Demonstrate professional oral and written communication skills through written reports, research projects, business plans and oral presentations.

COLLABORATION — Collaborate effectively with diverse populations in multiple settings.

PROBLEM SOLVING — Analyze information to solve business problems through comprehensive research and use of appropriate technologies.

TECHNOLOGY — Apply analytical tools and applications to develop analyses and solutions to address the needs of global stakeholders.

MARKETING AND EXIT STRATEGIES — Analyze various corporate structures to differentiate the factors new ventures use to successfully compete, and evaluate the resources required to operate the business.

VENTURE FINANCE — Evaluate the options an entrepreneur has to meet the ultimate goal of return on investment and other financial goals for generating financial capital.

PLANNING AND EXECUTION — Demonstrate the entrepreneurial process from idea generation to business formation.

ACCREDITATION MATTERS

Keller's Master of Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it has met standards of business education that promote teaching excellence.



ESSENTIALS COURSES

ACCT500*	Essentials in Accounting, Finance and Economics
MATH534	Applied Managerial Statistics
MGMT501	Organizational Structures and Business Processes

CORE-DEGREE COURSES

ACCT503	Financial Accounting: Managerial Use and Analysis
ECON545	Business Economics
FIN510	Corporate Finance
HRM591	Strategic Human Resource Management
INTL500*	Global Perspectives for International Business
MGMT520	Legal, Political and Ethical Dimensions of Business
MGMT591*	Leadership and Organizational Behavior
MIS540	Innovation Through Technology
MKTG525	Strategic Marketing

CONCENTRATION-SPECIFIC COURSES

ENTR510*	Entrepreneurship and New Ventures
ENTR530*	Venture Finance and Due Diligence
ENTR550*	Entrepreneurial Marketing

CAPSTONE

MGMT601	MBA Capstone
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* Earn your master's and get a Graduate Certificate along the way. These six courses make up the Entrepreneurship Graduate Certificate, which is embedded in this program, allowing you to leave with two credentials in one.