

MANAGEMENT AND ENTREPRENEURSHIP (MENT)

MENT 2234. The Entrepreneurial Journey. (3 Credits)

(Also offered as BADM 2234.) Interdisciplinary introduction to entrepreneurship that covers the foundational frameworks and skills involved with managing the creation and growth of new businesses as well as the social structures that shape accessibility of entrepreneurship as a career path. Accordingly, we will address three important areas related to new ventures: The Social Foundations of Entrepreneurship, Business Model Development, and Critical Entrepreneurial Management Skills.

Enrollment Requirements: Open only to business majors; not open to students who have passed or are currently taking MENT or BADM 3234.

Topics of Inquiry: TO11:Creativity: Des,Expr,Innv

MENT 2236. Content Entrepreneurship. (3 Credits)

(Also offered as BADM 2236.) The development of sustainable and monetizable content-driven businesses and exploration of entrepreneurial opportunities within the content media sector, including podcasting, blogging, and videography. Emphasis on creating a comprehensive business plan that covers market analysis, audience segmentation, content strategy, digital tools, and monetization models; the legal considerations specific to content creation; and strategies for scaling and sustaining a content business. Students engage in hands-on projects, collaborative problem-solving, and reflective practices to refine their entrepreneurial approach.

Enrollment Requirements: Open only to business majors.

Topics of Inquiry: TO11:Creativity: Des,Expr,Innv

MENT 2240. Mastering Creativity and Innovation. (3 Credits)

(Also offered as BADM 2240.) Students improve their creative problem-solving and leadership skills in a way that fosters creativity and innovation in others – integral skills for the constantly changing business world. Engagement in a variety of experiential activities designed to help understand first-hand the situations which are most likely to add creative value when working on complex and/or loosely defined open-ended problems. Topics include the basic features of creativity and innovation processes and practical applications for how to facilitate, manage, and evaluate creative ideas and innovations in a work setting. Open only to business students.

Enrollment Requirements: Open only to business students.

Topics of Inquiry: TO11:Creativity: Des,Expr,Innv

MENT 3101. Managerial and Interpersonal Behavior. (3 Credits)

(Also offered as BADM 3740.) Topics covered include individual work motivation, interpersonal communications in organizations, team building and group processes, leadership, decision-making, and understanding and managing workplace diversity. Classes will emphasize interpersonal and leadership skill-building through the inclusion of exercises which rely on active participation of class members.

Enrollment Requirements: Open to business majors of sophomore or higher status.

MENT 3225. International Business. (3 Credits)

Fundamental concepts and theories of international business and develop an awareness of international political, economic, and cultural issues. Students will examine the opportunities and challenges in the global economy, understand the strategies and behaviors of multinational enterprises, and gain basic knowledge of international trade and investment operations.

Enrollment Requirements: MENT 3101 or BADM 3740; open only to business majors of junior or higher status.

MENT 3234. Opportunity Generation, Assessment, and Promotion. (3 Credits)

(Also offered as BADM 3234.) A hands-on experience in opportunity development, exposing students to three distinct modules. The first, creativity and innovation, stimulates the flow of ideas. The second, feasibility analysis, runs these ideas through a comprehensive assessment framework. The third module, getting the first customer, focuses on the initial sales and marketing process needed to get the idea off the ground.

Enrollment Requirements: Open only to business majors of junior or higher status. It is highly recommended that students take MENT 3101 or BADM 3740, and ACCT or BADM 2101 prior to MENT 3234.

MENT 3235. Venture Planning, Management, and Growth. (3 Credits)

(Also offered as BADM 3235.) An exposure to multiple facets of starting and managing new ventures in a very hands-on fashion. The course involves an integration of business skills that are required for preparing and pitching new business plans.

Enrollment Requirements: Open only to Business majors of junior or higher status. Recommended preparation: MENT 3234 or BADM 3234; MENT 3101 or BADM 3740; and ACCT or BADM 2101.

MENT 3236. Managerial Negotiations. (3 Credits)

Explores the broad spectrum of negotiation problems faced by business people and complements the technical and diagnostic skills learned in other courses at UConn. The goal is to help students understand the theory and processes of negotiation so that they can negotiate successfully in a variety of settings. A basic premise is that the manager needs analytic skills as well as interpersonal skills to effectively negotiate. Will allow you the opportunity to develop these skills experientially and to understand negotiation in useful analytical frameworks. Emphasizes in-class role-playing as a learning tool and topics covered include: diagnosing negotiation situations, planning negotiations, dealing with agents, multi-issue negotiations, multi-party negotiations, ethical considerations in negotiation, and global negotiations.

Enrollment Requirements: MENT 3101 or BADM 3740; open only to business majors of junior or higher status.

MENT 3237. Managing Human Capital. (3 Credits)

An introduction to the human resources function and related strategic and tactical elements and activities. The course covers a broad range of employee life cycle topics from the perspectives of the HR professional, manager, employee and organization. Topics may include staffing, development, rewards and recognition, employee engagement, performance management and career planning. Students will explore the relationships between human capital management and strategic business outcomes.

Enrollment Requirements: MENT 3101 or BADM 3740; open only to business majors of junior or higher status.

MENT 3238. Leading Teams and Organizations. (3 Credits)

Prepares students with practical leadership skills to lead high-performing, successful teams and organizations. It is a combination of theoretical reading and practical application to: a) equip students with cutting-edge management knowledge and theory about self-leadership, team leadership, and the leader's effect on organizational behavior, and b) provide students with opportunities for in-depth self-examination of skills, attitudes, and behaviors to increase self-awareness of leadership competencies and develop them into more effective leaders. Drawing on key management and leadership theories, students will learn to make effective decisions, motivate and influence others, facilitate team collaboration and teamwork, managing diversity and conflicts, lead for creativity and innovation, and initiate and implement change to help your team and organization thrive in today's dynamic, competitive, and global marketplace. The course uses a variety of teaching methods including cases, video, simulations, discussions, and exercises to enrich student learning.

Enrollment Requirements: MENT 3101 or BADM 3740; open only to business majors of junior or higher status.

MENT 3239. Managing a Diverse Workforce. (3 Credits)

Examines issues related to managing an increasingly diverse workforce. Diversity in the workplace may result from differences in individual characteristics such as gender, race, ethnicity, national origin, and physical ability/disability. Diversity-related issues with management implications to be examined include personal identity, recruitment and selection, work group interactions, leadership, career development and advancement, sexual harassment, work and family, accommodation of people with disabilities, and organizational strategies for promoting equal opportunity and a positive attitude toward diversity among all employees.

Enrollment Requirements: MENT 3101 or BADM 3740; open only to business majors of junior or higher status.

MENT 3401. The Business of Institutional Asset Management. (3 Credits)

(Also offered as FNCE 3401.) A real-world overview of institutional asset management from a business perspective. Students learn the role of major departments within an asset management firm, how they interact, and how they fit together into a cohesive business. The course covers ownership structures, compensation schemes, client types, performance analysis, marketing models, legal, and compliance issues. The class also discusses current trends in institutional asset management including active versus passive investing, factor investing and smart beta, GIPS compliance, investment vehicles, and liquidity.

Enrollment Requirements: Open only to business majors of sophomore or higher status. Recommended Preparation: FNCE 3101. May not be taken for credit after FNCE 4895 or MENT 4895 when offered as "The Business of Institutional Asset Management."

MENT 3402. Hillside Private Capital. (3 Credits)

(Also offered as FNCE 3402.) Enables students to collaborate with a leading global asset management firm, blending educational sessions with real-world financial analysis. Examines private capital through the perspectives of private equity and private credit, teaching critical elements of banking and finance. Students learn to assess companies' strengths and weaknesses in the due diligence process, develop financial models, and analyze financing structures. Provides students with practical, hands-on experience applicable to internships or entry-level positions in finance and banking.

Enrollment Requirements: Open only to business majors of sophomore or higher status. Not open for credit to students who have passed FNCE 4895 or MENT 4895 when offered as "Hillside Private Capital." Recommended preparation: FNCE 3101.

MENT 3500. Technology Innovation and Entrepreneurship. (3 Credits)

An integration of the best business and engineering principles and practices. Identification of customer need, development of technical solution and financial viability. Collaboration between School of Business and School of Engineering, teaching product design process combined with business principals required for any viable startup and enterprise. Experiential nature of course will enable students to go through process of conceiving of a new product, building an MVP, developing a business model and business plan, and testing the market. Students will learn the art of successful pitching and presenting business models to successful entrepreneurs. Taught with ENGR 3500.

Enrollment Requirements: Open only to Business majors of junior or higher status. Not open to students who have passed or are taking ENGR 3500.

MENT 3501. Technology Innovation and Entrepreneurship II. (3 Credits)

The product design process combined with business principles required for a viable technology-based startup and enterprise. Students will take proof-of-concept designs from ENGR or MENT 3500 to the point of further iterating a minimum viable product for field testing, with a heavy focus on physical prototyping. Development of a testable business model, successful business pitch strategies. Students will present their business model to entrepreneurs and potential customers. Taught with ENGR 3501.

Enrollment Requirements: ENGR 3500 or MENT 3500; open to Business majors of junior or higher status. Not open to students who have passed or are taking ENGR 3501.

MENT 3741. Foundations of Venture Capital. (3 Credits)

(Also offered as BADM 3741.) This course introduces students to venture capital investing, one of the primary ways that early-stage entrepreneurial firms acquire funding for growth. This interdisciplinary course requires no prior knowledge and seeks to nurture interest and enthusiasm for venture capital investing and entrepreneurship. Students learn the structure of the venture capital industry, how venture firms operate, and key components of venture deals. The course helps students assess whether participation in Hillside Ventures – UConn's student-led venture investing fund might be part of their UConn career.

Enrollment Requirements: Open only to Business majors of sophomore or higher status.

MENT 3742. Venture Investment Sourcing and Analysis. (3 Credits)

(Also offered as BADM 3742.) Students learn to apply venture investment concepts and tools by engaging in real venture investing as part of Hillside Ventures – UConn's student-led venture investing fund. The course teaches students skills for sourcing potential deals, communicating with founders, and completing multi-faceted analyses of each opportunity. Students learn from industry experts and build their own network of founders, investors, and topic experts to support their hands-on skill development.

Enrollment Requirements: Open only to business majors of junior or higher status. Consent of instructor and Department Head required. Recommended preparation: MENT 3741 or BADM 3741.

MENT 3882. Professional Practice in Management or Entrepreneurial Consulting. (1-3 Credits)

Structured, team-based field work in management or entrepreneurial consulting. Team performance will be assessed and supervised by faculty with professional consulting experience. Students will be selected to enroll in this course through a competitive application process. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: Students are restricted to no more than six credits of coursework from experiential learning courses including MENT 3882, 3982, and 4881; consent of instructor and Department Head required.

May be repeated for a total of 6 credits

MENT 3982. Professional Practice in Entrepreneurial Business Development. (1-3 Credits)

Training, mentorship, resources, and networking opportunities to facilitate the launch of their own ventures or transition a creative/innovative idea into a business start-up. Performance will be evaluated on the basis of an appraisal by the faculty supervisor and a detailed written report or a presentation by the student. Students will be selected to take this course through a competitive application process. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: Students are restricted to no more than six credits of coursework from experiential learning courses including MENT 3882, 3982, and 4881; consent of instructor and Department Head required.

May be repeated for a total of 6 credits

MENT 4292. Venture Consulting. (3 Credits)

Application of small business management concepts to a consulting project in an on-going small business in Connecticut. Students will be required to take examinations on course content and submit a report on the consulting project.

Enrollment Requirements: Open to seniors only.

MENT 4741. Advanced Venture Investing. (3 Credits)

(Also offered as BADM 4741.) This course strengthens students' understanding of what constitutes a quality venture capital investment opportunity through their role in Hillside Ventures – UConn's student-led venture investing fund. Members in this class lead teams through the venture investment cycle including sourcing investment opportunities, evaluating growth potential, completing due diligence assessments, and developing and finalizing deal terms.

Enrollment Requirements: MENT 3742 or BADM 3742; open only to Business majors of junior or higher status; consent of instructor and Department Head required.

May be repeated for a total of 6 credits

MENT 4742. Leading a Venture Fund. (3 Credits)

(Also offered as BADM 4742.) These students lead in all phases of managing a student-led venture capital fund including designing processes and structures for making high quality investments, leading student peers, and communicating with external constituencies.

Enrollment Requirements: MENT 4741 or BADM 4741; open only to Business majors of junior or higher status; consent of instructor and Department Head required.

May be repeated for a total of 6 credits

MENT 4881. Internship in Management. (1-6 Credits)

Provides students with an opportunity for a supervised internship relevant to one or more major areas within the Department. Students will work under the supervision of one or more professionals in the specialty in question. Student performance will be evaluated on the basis of an appraisal by the field supervisor and a detailed written report submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: Open only to junior or higher Business majors; consent of instructor and department head required. Students are restricted to no more than six credits of coursework from experiential learning courses including MENT 3882, MENT 3982, or MENT 4881.

May be repeated for credit

MENT 4893. Foreign Study. (1-6 Credits)

Special topics taken in a foreign study program. Consent of Department Head required, prior to the student's departure.

Enrollment Requirements: Open to juniors or higher.

May be repeated for credit

MENT 4895. Special Topics. (1-6 Credits)

Classroom course in special topics in management as announced in advance for each semester.

Enrollment Requirements: Prerequisites and recommended preparation vary by section; open only to business majors of junior or higher status.

May be repeated for credit

MENT 4899. Independent Study. (1-6 Credits)

Individual study of special topics in management as mutually arranged between a student and an instructor.

Enrollment Requirements: Open only to business majors of junior or higher status.

May be repeated for credit

MENT 4900. Strategic Management. (3 Credits)

This capstone business course provides an integrative view of managing the various functional areas of an enterprise to achieve sustainable competitive advantage in the marketplace. Students will develop skills to analyze both internal and external organizational environments and formulate and implement strategies at both business and corporate levels, especially under conditions of uncertainty. The course emphasizes the role of top management in enhancing firm performance as it relates to both short-term and long-term goals.

Enrollment Requirements: ACCT 2101 or BADM 2101; BLAW 3175 or BADM 3720; FNCE 3101; MENT 3101 or BADM 3740; MKTG 3101 or BADM 3750; OPIM or BADM 3103 and 3104 (or CSE 1010 or CSE 1100, and MEM 2211 if MEM majors); senior business majors in Accounting, Analytics and Information Management, Finance, Health Care Management, Management, Management and Engineering for Manufacturing, Marketing, Real Estate and Urban Economics Studies. Prerequisite courses may be taken concurrently. Not open to students who have passed MENT 4902.

MENT 4902. Strategic Management. (3 Credits)

This capstone business course provides an integrative view of managing the various functional areas of an enterprise to achieve sustainable competitive advantage in the marketplace. Students will develop skills to analyze both internal and external organizational environments and formulate and implement strategies at both business and corporate levels, especially under conditions of uncertainty. The course emphasizes the role of top management in enhancing firm performance as it relates to both short-term and long-term goals

Enrollment Requirements: ACCT 2101 or BADM 2101; BLAW 3175 or BADM 3720; FNCE 3101; MENT 3101 or BADM 3740; MKTG 3101 or BADM 3750; OPIM or BADM 3103 and 3104; senior business majors in Business Administration, Business Data Analytics, Financial Management, Financial Technology, and Marketing Management. Prerequisite courses may be taken concurrently. Not open to students who have passed MENT 4900.

MENT 4997. Senior Thesis in Management. (1-3 Credits)

Preparation of a thesis for one or two credits and the development and presentation of that thesis to the department in the following semester for two or three credits. Minimum of three credits required to graduate with Honors.

Enrollment Requirements: Open only to Management Department Honors students who are juniors or higher with consent of instructor and Department Head.

May be repeated for a total of 4 credits

Grading Basis: Honors Credit