



LIST OF CLASSES

SCHOOL/CLASS/ PROGRAM	CLASS NAME	PROGRAM NAME	ELIGIBILITY	DESCRIPTION	LINK FOR MORE INFORMATION
School of Arts	ARTS 350 The Creative Economy	Elective for Venture Creation Certificate	open to all students	Semester course. 3 lecture hours. 3 credits. Examines the contribution of creative ideas to the world economy with a focus on where, how and why creative ideas are produced and consumed.	http://depot.vcu.edu/entrepreneurship/
School of Arts	ARTS 351 Piloting the Enterprise	Elective for Venture Creation Certificate	open to all students	Semester course. 3 lecture hours. 3 credits. Introduces the language of the creative enterprise, focusing on intellectual property, contracts and negotiations, tracking business performance and using financial data to improve decision-making.	http://depot.vcu.edu/entrepreneurship/
School of Arts	ARTS 352 Idea Accelerator	Elective for Venture Creation Certificate	open to all students	Semester course. 3 lecture hours. 3 credits. Exposes students to the processes and methodologies used to transform ideas and opportunities into sustainable business models. Students evaluate business case studies, engage industry professionals and investigate the commercial potential of their creative ideas.	http://depot.vcu.edu/entrepreneurship/
School of Arts	ARTS 353 Creative Disruption	Elective for Venture Creation Certificate	open to all students	Semester course. 3 credits. 2 lecture and 3 studio hours. Provides a low-risk educational environment for students to develop their own ventures, including a product/service business model, legal considerations, financial and marketing plans and media presence (web, mobile, social). Students work with a network of mentors from the university and industry. Course may be repeated for up to 6 credits.	http://depot.vcu.edu/entrepreneurship/
School of Arts	ARTS 393 CoLab Internship	Elective	open to all students	Semester course; variable hours. 1-6 credits. (40 work hours per credit.) May be repeated for a maximum of 12 credits. A practicum that provides students with experience in hands-on research and innovative problem-solving. Emphasis is on the collaborative development and commercial application of products that focus on emerging technologies. Internship details are determined by supervising professor(s) and project adviser(s).	http://depot.vcu.edu/colab/
School of Arts	Design Research Studio: Leadership and Entrepreneurship - Desi 621	Required for MFA in Design Studies Program, VCUQatar	restricted to students in VCUQatar MFA Design Studies Program	Semester course; 1 lecture and 6 studio hours. 3 credits. Prerequisites: successful completion of 30 credit hours of graduate study and permission of the program director. Students evaluate emerging leadership methodologies by applying lessons from case studies and emerging fields of knowledge. Course provides collaborative and presentation opportunities.	http://www.qatar.vcu.edu/mfa

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School of Arts	Advanced Store Development (Retail Entrepreneurship) – Fash 445	Elective	Restricted to FASH majors	Semester course; 3 lecture hours. 3 credits. Prerequisites: FASH 341 and 342. Studies operational functions as related to the objective and decision-making procedures in- herent in successful small-business retailing. Quantitative strategies will be applied as students develop a model plan for a retail business.	http://arts.vcu.edu/fashion/
School of Arts	Survey of the Music Industry – Mhis 380	Elective	Restricted to Music majors	Semester course; 3 lecture hours. 3 credits. Topics include copyright, business organization, music pro- duction, management, recording, freelancing, grants, taxation and careers allied with music.	http://arts.vcu.edu/music/
School of Engineering	EGRB 401-402	Elective for Venture Creation Certificate	BME Engineering Students	Biomedical Engineering Senior De- sign Studio (3+ credit hours each)	http://www.egr.vcu.edu/senior-capstone-design/home/
School of Engineering	ENGR 402 & CLSE 402	Elective for Venture Creation Certificate	Chemical Life Sci Engineering Students	ChemE Senior Project (3+ credit hours each)	http://www.egr.vcu.edu/senior-capstone-design/home/
School of Engineering	CMSC 461	Elective for Venture Creation Certificate	Computer Sci Students	Biomedical Engineering Senior De- sign Studio (3+ credit hours each)	http://www.egr.vcu.edu/senior-capstone-design/home/
School of Engineering	EGRE 402 / 426	Elective for Venture Creation Certificate	Electrical & Computer Engi- neering Students	Electrical Senior Design Studio (3+ credit hours each)	http://www.egr.vcu.edu/senior-capstone-design/home/
School of Engineering	EGMN 401-402	Elective for Venture Creation Certificate	Mechanical and Nuclear Eng Students	Mechanical Sr Design Studio (3+ Credit hours each)	http://www.egr.vcu.edu/senior-capstone-design/home/
School of Engineering	ENGR 497		All Engineering	VIP Program	vip.vcu.edu
School of Business	BUSN 400	Elective for Venture Creation Certificate	Must be a junior and Ac- ceptance into International Consulting Program	Principles of Consulting (3 credit hours)	
School of Business	FIRE 313	Elective for Venture Creation Certificate	Must be a junior ; Prerequisite: FIRE 311;	Financial Management for Small Business (3 credit hours)	
School of Business	MGMT 321	Elective for Venture Creation Certificate	Must be a junior	Survey in Entrepreneurship (3 credit hours)	
School of Business	MGMT 422	Elective for Venture Creation Certificate	Junior Standing or permission of instructor	Managing the Family Firm (3 credit hours)	
School of Business	ACCT 202	Elective for Venture Creation Certificate	For non-business majors ; anyone can take	Accounting for Non-Business Majors (3 credit hours)	
School of Business	ECON 203	Elective for Venture Creation Certificate	For non-business majors; not applicable for towards Eco- nomics or Business majors.	Introduction to Economics (3 credit hours)	
School of Business	FIRE 311	Elective for Venture Creation Certificate	2.5 GPA and Must be a junior	Financial Management (3 credit hours)	
School of Business	MKTG 301	Elective for Venture Creation Certificate	Sophomore standing;	Marketing Principles (3 credit hours)	

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School of Business	New Venture Strategy – Mgmt. 435	Part of School of Business's Concentration in Entrepre- neurship	Pre-requisite MGMT 321; Junior Standing	Continuous courses; 3 lecture hours. 3-3 credits. Prerequisites: MGMT 321; completion of MGMT 435 to enroll in MGMT 436. First semester: provides students with an integrated strategic analysis of entrepreneurial firms and how they establish competitive advan- tage. Second semester: engages students in intensive development of a comprehensive business plan using knowledge and skills from MGMT 435. Students should take MGMT 436 immediately following MGMT 435.	
School of Business	New Venture Initiation – Mgmt. 436	Part of School of Business's Concentration in Entrepre- neurship	Must be taken immediately fol- lowing MGMT 435 Junior Standing	Continuous courses; 3 lecture hours. 3-3 credits. Prerequisites: MGMT 321; completion of MGMT 435 to enroll in MGMT 436. First semester: provides students with an integrated strategic analysis of entrepreneurial firms and how they establish competitive advan- tage. Second semester: engages students in intensive development of a comprehensive business plan using knowledge and skills from MGMT 435. Students should take MGMT 436 immediately following MGMT 435.	
School of Business	Technology Entrepreneurship & Innovation – Mgmt. 491	Part of School of Business's Concentration in Entrepre- neurship	Junior Standing	Semester course; 3 lecture hours. 3 credits. Nothing in the history of innovation has moved faster than the proliferation and conversion of computing and telecommunications technology. More importantly, the impact of technology has had far deeper and further reaching effects than most anyone would expect. The dynamics of business have changed worldwide. Entire countries have improved overnight through the availability of technologies not even conceived of twenty years ago. All of this change has also made great strides for entrepreneurs, opening up greater opportunities and faster avenues to growth. This course explores the evolutionary history of technology entrepreneur- ship, fundamentals of innovation as it applies to this evolution, and the foundations of building technolo- gy-based entrepreneurial ventures. The course culminates with a substantial historical, analytical, or business planning piece of written work as a semester project, along with two tests and collaborative efforts during the semester.	

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School of Business	Entrepreneurship – Mgmt. 655		Graduate Level course	Semester course; 3 lecture hours. 3 credits. Individual and corporate entrepreneurship in high and low technology enterprises. Develops an understanding of the role of entrepreneurship in management theories and practices. Students will develop comprehensive venture analysis plans for presentation.	
School of Business	New Venture Finance – Mgmt. 691		Graduate Level course	Semester course; 3 lecture hours. 3 credits. The course is designed for those interested in becoming entrepreneurs; interested in working in private equity and/or consulting. The first portion of the course will cover the broader financing (M&A) elements encountered when smaller firms seek to exit their business via a sale. The second portion will more squarely focus on private equity and debt markets as they relate to new venture finance	
School of Pharmacy	Entrepreneurial Pharmacy and Independent Pharmacy Practice – Pharm 686			Semester course; 3 lecture hours/10 weeks. 2 credits. Provides a practical review of independent pharmacy practice from starting to run a pharmacy. Topics include financing, marketing, niche markets, store design and merchandising, technology, business relations, and contracts. The course will be taught through presentations/discussions by guest lecturers and a project.	
VCU Life Sciences	Business and Entrepreneurship Essentials for Life Scientists – Info 621			Semester course; 3 lecture hours. 3 credits. Consists of presentations on the core concepts of business, including intellectual property, patents and patent law, entrepreneurship, launching a “start up,” raising capital, financial management, marketing, managerial accounting, planning, and project management. Course includes lectures and discussions on core concepts of business and their real-world application. Students will develop a business plan and/or a plan to manage a research project. Business case studies and team projects with presentations are required. Focus is on the biotechnology and pharmaceutical industries.	

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da Vinci Center	INNO 200: Seminar in Product Innovation	Main Class for Product Innovation Certificate	Open to all VCU students. Students must be enrolled or finished with INNO 200 to apply to the da Vinci Certificate programs.	Semester course; 1 lecture hour. 1 credit. A seminar series focused on the discussion of pertinent topics related to product innovation and "technopreneurship." Students will be exposed to numerous topics through guest speakers supplemented by readings and class discussion. Topics include conceptualization, patents, capitalization, venture formation, commercialization, market assessment, project management and product life cycle management. Offered every semester on Monday evenings from 5:00-6:00pm.	http://www.davincicenter.vcu.edu/programs/undergraduate-certificate/
da Vinci Center	INNO 221: Introduction to Arts & Design Principles	Main Class for Product Innovation Certificate	Open to students currently in the Product Innovation Certificate program.	Semester course; 1 lecture and 2 studio hours. 3 credits. Restricted to non-arts students enrolled in the da Vinci Center Certificate in Product Innovation program. Introduces arts and design principles to students from non-arts disciplines.	http://www.davincicenter.vcu.edu/programs/undergraduate-certificate/
da Vinci Center	INNO 223: Introduction to Business Principles	Main Class for Product Innovation Certificate	Open to students currently in the Product Innovation Certificate program.	Semester course; 3 lecture hours. 3 credits. Open only to non-business majors in the da Vinci Center Certificate in Product Innovation program. Introduces business fundamentals to students from non-business disciplines. Particular focus will be concepts and issues in contemporary business.	http://www.davincicenter.vcu.edu/programs/undergraduate-certificate/
da Vinci Center	INNO 225: Introduction to Engineering & Technology Principles	Main Class for Product Innovation Certificate	Open to students currently in the Product Innovation Certificate program.	Semester course; 3 lecture hours. 3 credits. Open only to non-engineering majors in the da Vinci Center Certificate in Product Innovation program. Introduces engineering and technology fundamentals to students from non-engineering disciplines. Particular focus is the engineering problem-solving process as applied to open-ended problems. Students will be introduced to the different types of engineering, examine engineering and technology issues and apply the engineering problem-solving process.	http://www.davincicenter.vcu.edu/programs/undergraduate-certificate/
da Vinci Center	Culmination course INNO 460: da Vinci Product Innovation Project Course	Main Class for Product Innovation Certificate	Open to students currently in the Product Innovation Certificate program. Students may petition the Program Director of Product Innovation to take this course without joining the certificate program.	Semester course; 3 credits. Prerequisite: permission of instructor. Students from the School of the Arts, School of Engineering, School of Business and College of Humanities and Sciences work together on a semester-long product innovation project with a corporate sponsor under faculty supervision. Topics and activities may include project management, team building, concept generation and testing, market analysis, visualization, and prototyping. Offered every semester on Tuesdays and Thursdays from 3:30-4:45pm.	http://www.davincicenter.vcu.edu/programs/undergraduate-certificate/

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da Vinci Center	VNTR 300. Venture Creation Skills. 3 Hours.	Undergraduate Certificate in Venture Creation		Semester course; 3 lecture hour. 3 credits. Students are introduced to and apply various skills important for real venture creation. A multidisciplinary orientation and approach are emphasized throughout the course.	http://www.davincicenter.vcu.edu/programs/certificate-venture-creation/
da Vinci Center	VNTR 460. Venture Creation Project. 3 Hours.	Undergraduate Certificate in Venture Creation		Semester course; 3 lecture hour. 3 credits. Students will work in cross-disciplinary teams on a semester-long venture creation project. Topics and activities may include business model generation, customer discovery, customer validation, financial analysis and agile development.	http://www.davincicenter.vcu.edu/programs/certificate-venture-creation/
da Vinci Center	VNTR 491. Special Topics in Venture Creation. 3 Hours.	Undergraduate Certificate in Venture Creation		Semester course; 3 lecture hours. 3 credits. Study of current and emerging topics in the field of venture creation. Topics may vary from semester to semester.	http://www.davincicenter.vcu.edu/programs/certificate-venture-creation/