TOM LOVE DIVISION OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

Keith Brigham, Director
Michael F. Price Hall
1003 Asp Ave., Room 3050
(405) 325-1638
kbrigham@ou.edu
www.ou.edu/price/entecdev

General Information

OU's Entrepreneurship Program has consistently been ranked among the top entrepreneurship programs in the country by The Princeton Review and Entrepreneur Magazine.

The division's central mission is to help students connect to the world of opportunity. The program builds excellent thinking skills, solid content, hands-on innovation-based projects, leadership/communication skills, and interpersonal/team skills. Students experience entrepreneurship and learn by doing.

As a part of the Price College of Business, the Tom Love Division of Entrepreneurship and Economic Development continues to build an entrepreneurial ecosystem that includes experiential learning and enables the launching of successful ventures and successful careers.

Students are immersed in the entrepreneurial process through hands-on innovation curriculum and programs enabling them to learn how to build new ventures with the help of practicing entrepreneurs and leading entrepreneurship scholars. We empower students with the resources and opportunities they need to launch a successful business venture to economically impact Oklahoma and the world.

Programs & Facilities

Tom Love Center for Entrepreneurship

The Tom Love Center for Entrepreneurship enables students to discover entrepreneurship, develop specialized skills, test emerging business ideas and launch breakthrough ventures to transform our state, nation and world.

Tom Love Innovation Hub

The Tom Love Innovation Hub offers a variety of resources such as digital fabrication lab, code lab, visualization lab, legal clinic, and collaborative spaces and classrooms.

OU Startup Programs

OU Startup Programs is a collection of programs designed to foster and grow entrepreneurial development at the University of Oklahoma. Purposed with creating good companies and exceptional founders, OU Startup Programs supports entrepreneurs at critical stages of development. Our programs provide guidance and resources to carry entrepreneurs from ideation to testing to funding. Each Startup Program is adaptive to an entrepreneur’s individual needs and remain a viable option for businesses at any size and at any stage. Our programs are open to University of Oklahoma students and University affiliates (i.e., alumni, faculty and staff).

Ronnie K. Irani Center for the Creation of Economic Wealth (I-CCEW)

I-CCEW is an economic development organization at the University of Oklahoma specializing in technology commercialization, software business development, social entrepreneurship, and agile product design. This program offers learning experiences, collaborative spaces, high-impact programming, and entrepreneurial consulting to graduate and undergraduate students, young professionals, entrepreneurs, and community members in Norman, Tulsa and Oklahoma City. As a client or team member, all OU students can take advantage of these opportunities.

Undergraduate Study

Bachelor of Business Administration

Entrepreneurship and Venture Management, Bachelor of Business Administration immerses students in the entrepreneurial process through hands-on innovation programs. Students learn how to build new ventures with the help of practicing entrepreneurs and leading entrepreneurship scholars.

Accelerated Program

The Entrepreneurship & Venture Management, B.B.A./Management of Information and Technology, M.S. accelerated program is a great opportunity for undergraduate students who are pursuing a BBA degree to earn a master's degree with a specialization in data analytics.

Minors

An Entrepreneurship for Non-Business Majors Minor and an Entrepreneurship for Business Majors Minor are offered.

Graduate Study

Graduate Certificates

The Graduate Certificate in Business Entrepreneurship teaches students how to assess the feasibility of a new venture, chart a commercialization path for an innovation, analyze other people's plans, and plan for successful capitalization and launch.

Courses

ENT 2113 Innovation & Entrepreneurship 3 Credit Hours
Explore the basic concepts of innovation and entrepreneurship. The class will be a mix of lectures and discussions, presentations, experiential exercises and guest speakers. This course will not count towards the 9 hours of additional ENT coursework for ENT majors or the ENT elective for business majors pursuing the ENT minor. (F, Sp)

ENT 3103 Entrepreneurial Methods 3 Credit Hours
Prerequisite: ECON 1123, ENT 2113 or MGT 2013; Not available to Price College of Business majors; Required for non-business students who obtain a minor in entrepreneurship from the Price College of Business. Entrepreneurial Methods introduces non-business students to the practices associated with obtaining and managing the money and resources needed when launching a new venture. Students learn why understanding sources of income and funding, and the costs of doing business, is vital for entrepreneurial success. (F, Sp)
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<tr>
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<th>Course Title</th>
<th>Credit Hours</th>
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<td>ENT 3113</td>
<td>New Venture Development I</td>
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<td>ENT 3123</td>
<td>Corporate Innovation</td>
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<td>ENT 3133</td>
<td>Entrepreneurial Resources</td>
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<td>ENT 3203</td>
<td>Entrepreneurial Process</td>
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<td>ENT 3213</td>
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<td>ENT 3513</td>
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<td>ENT 3603</td>
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<td>ENT 3613</td>
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<td>Directed Reading</td>
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Prerequisite: Required courses vary, please refer to the specific course description.
ENT 3913  Entrepreneurial Growth Strategies  3 Credit Hours
Prerequisite: student must be approved for degree candidacy by Price College, and MGT 3013 or concurrent enrollment. Focuses on growth processes and systems; attracting the right people; managing cash-flow; shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment. (F)

ENT 3960  Honors Reading  1-3 Credit Hours
1 to 3 hours. Prerequisite: Admission to Honors Program. May be repeated; maximum credit six hours. Consists of topics designated by the instructor in keeping with the student's major program. The topics will cover materials not usually presented in the regular courses. (F, Sp, Su)

ENT 3970  Honors Seminar  1-3 Credit Hours
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Subjects covered vary. Deals with concepts not usually treated in regular courses. (Irreg.)

ENT 3980  Honors Research  1-3 Credit Hours
Prerequisite: Admission to Honors College, and 3113 or concurrent enrollment. May be repeated, maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (Irreg.)

ENT 3990  Independent Study  1-3 Credit Hours
Prerequisite: Student must be approved for degree candidacy by Price College, all 3000-level business core courses, ENT 3113 or concurrent enrollment. Provides an opportunity for the student to work at a special project in the student's field. (F, Sp, Su)

ENT 4503  Ronnie K. Irani Center for the Creation of Economic Wealth Internship  3 Credit Hours
Prerequisite: Student must be approved for degree candidacy by Price College; ENT 3113 or concurrent enrollment; students must apply for and be accepted in the Fall for a Spring internship, or in the Spring for a Fall internship, and must have selected to receive credit for their internship; department/instructor approval required. I-CCEW provides OU with an enhanced mechanism to offer practical experience to promote the entrepreneurial spirit and assist in developing Oklahoma's economy. The Ronnie K. Irani Center for the Creation of Economic Wealth operates alongside the University's Office of Technology Development which is the primary source of the center's intellectual property. Through internship programs, I-CCEW participants engage in entrepreneurial outreach. (F, Sp)

ENT 4603  New Venture Development III  3 Credit Hours
Prerequisite: Business majors must be approved for degree candidacy by Price College; ENT 3603 and ENT 3513 for both ENT majors and ENT minor for business majors; or ENT 3603 and ENT 3103 for ENT minor for non-business majors. Teaches students the critical skills and processes associated with the commercialization of innovative ventures. The commercialization process involves building the resources and financial requirements for successfully launching a new venture. Success in this course requires application of prior learning the New Venture Development I and II. (F, Sp)

ENT 4710  Topics in Entrepreneurship  1-3 Credit Hours
1 to 3 hours. Prerequisite: Student must be approved for degree candidacy by Price College, ENT 3113 or concurrent enrollment. Topics in Entrepreneurship. May be repeated with change of topic; maximum credit six hours. (F, Sp, Su)

ENT 4813  Entrepreneurial Law  3 Credit Hours
Prerequisite: Students must be approved for degree candidacy by Price College, L S 3323. Designed to provide the would-be entrepreneur with a working knowledge of certain essential substantive areas of the law and the ability to work with and use lawyers effectively. The focus will be on the practical legal considerations in forming and sustaining an entrepreneurial enterprise, including entity organization, securities laws, employment benefits, operational liabilities, financing, mergers and acquisitions and intellectual property (Sp)

ENT 4823  Venture Capitalization II  3 Credit Hours
Prerequisite: student must be approved for degree candidacy by Price College; ENT 3513 or permission of instructor. Covers various aspects of financing entrepreneurial ventures; from the initial fund raising effort to growth capital needs to harvesting or exiting the business. This course engages the valuation process when seeking to attract capital sources and particularly when harvesting the business. Various types of venture harvest strategies are also explored. (Sp)

ENT 4960  Directed Readings  1-4 Credit Hours
1 to 4 hours. Prerequisite: good standing in University; permission of instructor and dean. May be repeated; maximum credit four hours. Designed for upper-division students who need opportunity to study a specific problem in greater depth than formal course content permits. (Irreg.)

ENT 4970  Special Topics/Seminar  1-3 Credit Hours
1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

ENT 4990  Independent Study  1-3 Credit Hours
1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)

ENT 5102  Entrepreneurship & Innovation  2 Credit Hours
Prerequisite: graduate standing and admitted to the MBA program or permission of instructor. Innovation & Entrepreneurship offers MBA candidates the opportunity to understand how starting your own business can alter your life's path. The course offers an overview of the concepts and tools of entrepreneurship involving 1) finding or creating opportunities 2) critical success factors in the creation of new ventures and 3) the significance of entrepreneurship for economic development. (Irreg.)

ENT 5111  Social Entrepreneurship  1 Credit Hour
Prerequisite: Graduate standing and departmental permission. The course will challenge students to look beyond traditional business practices by using entrepreneurial principles to create public good. The design of the course assumes that entrepreneurs are powerful agents of social and economic change who, if properly harnessed, can drive a sustainable economy and environment as well as improve the equity, health, and wellbeing of the population. (Irreg.)

ENT 5112  Corporate Entrepreneurship  2 Credit Hours
Prerequisite: Graduate standing and departmental permission. Corporate Entrepreneurship is about understanding how and why some firms can maintain their entrepreneurial spirit, competitiveness, and growth, whereas others cannot. It is about creating work environments where innovation is the norm, where employees are encouraged to work entrepreneurially, where leadership is supportive (not controlling), and where firms are organized to take advantage of opportunities. (Irreg.)
ENT 5121 Entrepreneurial Family Business 1 Credit Hour
Prerequisite: Graduate standing and departmental permission. The course provides an overview of family businesses and the skills and knowledge needed to operate an entrepreneurial and sustainable family business. Topics include family business social and economic impact, strategy, performance, governance, succession, family business dynamics, and family business roles. (Irreg.)

ENT 5122 Entrepreneurship for Science and Technology 2 Credit Hours (Crosslisted with ENGR 5122) Prerequisite: Graduate standing and departmental permission. This course will introduce entrepreneurship from the science and technology perspective. We will start with ideas, analyze them, and see how they could grow into a business. The course will cover areas such as innovation, prototyping, competition, customer discovery, business model canvas, networking, funding, and legal issues, including patents and intellectual property. (F, Sp)

ENT 5131 Design Thinking for Entrepreneurship 1 Credit Hour Prerequisite: Graduate standing and departmental permission. This course introduces design thinking for budding business titans, policy makers, social innovators, and anyone else interested in learning an approach that can be applied to a variety of "wicked" problems, helping foster equity, and transforming product, services, and organizations. (Irreg.)

ENT 5132 Global Entrepreneurship 2 Credit Hours Prerequisite: Graduate standing and departmental permission. This course will explore the basic concepts of global entrepreneurship. The class will be a mix of lectures, cases studies, discussions, experiential exercises, and guest speakers. (Irreg.)

ENT 5141 Entrepreneurial Law 1 Credit Hour Prerequisite: Graduate standing and departmental permission. This course will provide the entrepreneur with a working knowledge of certain essential substantive areas of the law and the ability to work with and use lawyers effectively. The focus will be on the practical legal considerations in forming and sustaining an entrepreneurial enterprise, including entity organization, securities law, operational liabilities, financing, mergers and acquisitions, and intellectual property law. (Irreg.)

ENT 5151 Entrepreneurial Resources 1 Credit Hour Prerequisite: Graduate standing and departmental permission. A central facet of the entrepreneurial process is the attainment and management of key resources. The focus of this course is to offer a practical exploration of key resources available to entrepreneurs. Examples include angels and angel groups, venture capital, crowdfunding, accelerators/ incubators, and grant funding, among others. (Sp)

ENT 5902 Entrepreneurial Leadership 2 Credit Hours Prerequisite: Graduate standing and MGT 5702. To lead ventures in new or established organizations, cultivating entrepreneurial leadership is essential. This requires leaders to expand their worldviews and continually learn to better lead themselves and others. Entrepreneurial leadership involves a mentality of coordinating resources by collaboratively turning problems into opportunities. Entrepreneurial leaders value character, relationships, curiosity, communication, action, and the processes by which impactful outcomes are achieved. (Irreg.)

ENT 5912 Capitalizing the New Venture 2 Credit Hours Prerequisite: graduate standing in Business. This course will cover various aspects of financing entrepreneurial ventures. Topics will include methods of financing, financials, techniques for valuing new businesses and financial structure. Funding sources examined will include commercial banks, small business investment companies SBIC, Business Angels, IPO, Series A & B & C financing, acquisitions, LBO, and venture capital companies. These processes are often referred to as sourcing, diligence and valuation. Concepts are illustrated through Harvard Business School, Babson College, and Stanford Cases, supplemented by notes and readings. (Irreg.)

ENT 5934 Strategic Venture Development 4 Credit Hours Prerequisite: graduate standing in Price College of Business. Entrepreneurship is about the identification and enactment of entrepreneurial opportunities. This class is about evaluation of technology and commercialization, opportunity feasibility analysis, initial industry and market analysis, designing and writing a quality business plan, full industry and market analysis, development of sales and distribution structures, resources and financial capital requirements, selling a venture concept to potential investors, oral presentation skills, and compete in business plan competitions. (Irreg.)

ENT 5942 Launching the New Venture 2 Credit Hours Prerequisite: graduate standing in Business. This class deals with the issues entrepreneurs might face during the launch phase of their new venture and/or new product. The case-based curriculum teaches students the critical questions that must be answered in order to turn products and ideas into sales and revenue. Issues to be covered are opportunity identification, manufacturing, pricing, market segmentation, advertising, promotions, public relations, branding, sales, negotiations, channels, service, franchising, competition, and strategy. (Irreg.)

ENT 5950 Directed Readings 1-3 Credit Hours
1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit twelve hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)

ENT 5970 Special Topics/Seminar 1-3 Credit Hours 1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

ENT 5990 Independent Study 1-3 Credit Hours 1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)

ENT 5992 Entrepreneurial Growth Strategies 2 Credit Hours Prerequisites: graduate standing, majors only. Focuses on growth processes and systems, attracting the right people, managing cash-flow, shareholder decision-making; financial and market-driven options for long-run competitiveness, organizational structures, and management team issues; strategic planning from a resource-based perspective; transition planning for the corporate entity, family dynamics and communication issues; and leadership empowerment. (F)

ENT 6960 Directed Readings 1-3 Credit Hours 1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit six hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)
### ENT 6970  Special Topics/Seminar  1-3 Credit Hours
1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)

### ENT 6980  Research for Doctoral Dissertation  2-16 Credit Hours
2 to 16 hours. Prerequisite: Graduate standing and permission of instructor; may be repeated. Directed research culminating in the completion of the doctoral dissertation. (F, Sp, Su)

### Faculty

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First/Middle Name</th>
<th>Middle init.</th>
<th>OU Service start</th>
<th>Title(s), date(s) appointed</th>
<th>Degrees Earned, Schools, Dates Completed</th>
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<tbody>
<tr>
<td>Brigham</td>
<td>Keith</td>
<td>H</td>
<td>2020</td>
<td>DIRECTOR, TOM LOVE DIVISION OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT; C.S. TROSPER CHAIR, 2020</td>
<td>PhD, Univ of Colorado, 2002; MBA, Oklahoma City Univ, 1996; BS, Univ of Oklahoma, 1990</td>
</tr>
<tr>
<td>Browder</td>
<td>Russell</td>
<td>E</td>
<td>2020</td>
<td>ASSISTANT PROFESSOR OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT, 2020</td>
<td>PhD, Baylor Univ, 2019; MBA IE Business School, 2006; M.Div, Baylor Univ, 2005; BA, Oklahoma Baptist Univ, 2000</td>
</tr>
<tr>
<td>Kinsinger</td>
<td>David</td>
<td>L</td>
<td>2021</td>
<td>LECTURER IN ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT; EXECUTIVE DIRECTOR, ENTREPRENEURIAL LAW CLINIC, 2021</td>
<td>JD, Univ of Oklahoma, 1989; BA, Univ of Oklahoma, 1986</td>
</tr>
<tr>
<td>Moss</td>
<td>Todd</td>
<td>W.</td>
<td>2023</td>
<td>MICHAEL F. PRICE ASSOCIATE PROFESSOR OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT, 2023</td>
<td>PhD, Texas Tech Univ, 2011; MBA, Brigham Young Univ (BYU), 2000; MA, BYU, 2000; BS, BYU, 1998</td>
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<tr>
<td>Teles</td>
<td>Bruno</td>
<td>F</td>
<td>2023</td>
<td>INSTRUCTOR OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT, 2021</td>
<td>MBA, Oral Roberts Univ, 2012; LLB, Universidade Federal de Sergipe, 2004</td>
</tr>
<tr>
<td>Tucker</td>
<td>Reginald</td>
<td>L</td>
<td>2023</td>
<td>ASSISTANT PROFESSOR OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT, 2023</td>
<td>PhD, Univ of Alabama, 2016; JD, Louisiana State Univ (LSU), 2008; MBA, LSU, 2008; BA, LSU, 2004</td>
</tr>
<tr>
<td>Wood</td>
<td>Matthew</td>
<td>S</td>
<td>2022</td>
<td>PROFESSOR OF ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT, MICHAEL F. PRICE CHAIR IN ENTREPRENEURSHIP, 2022</td>
<td>PhD, Southern Illinois Univ, 2009; MBA, Bradley Univ, 2005; BA, Eureka College, 1992</td>
</tr>
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