Prospective Student:

Welcome to the graduate program at the Center for Entrepreneurial Studies and Research. This Center is located in Tulsa, one of the fastest growing economies and advanced entrepreneurial communities in Oklahoma and the nation. As part of providing long demanded and much needed support for the local entrepreneurial community, the Center offers a unique blend of learning experiences and professional skills through entrepreneurship education.

Our faculty is recognized for their national and global perspectives on the instruction and mentoring of students in entrepreneurial thinking, economics, strategy, marketing, and management. The curriculum is student-centered and provides opportunities for students to refine their entrepreneurial skills and develop technical and professional competence. The program provides access to and networking with other educational institutions, private sector partners, alumni, and other stakeholders. It seeks to operate as a comprehensive resource for students, faculty, and practicing entrepreneurs, facilitating partnerships and entrepreneurial activity within the community.

By maintaining connections to the business community, the Center is well positioned to contribute to the growth of greater Tulsa, Oklahoma and the nation. The Center welcomes any questions and suggestions you may have and invites you to discover ways the Center can help you achieve your entrepreneurial goals.

Sincerely,

Sharron D. Hunter-Rainey, PhD
Director, Center for Entrepreneurial Studies and Research
CESR Mission Statement

MISSION

The Center for Entrepreneurial Studies and Research at Langston University seeks to:

- maximize learning opportunities for entrepreneurially-focused students;
- deliver a world class curriculum for the master’s program;
- facilitate and conduct academic research on topics relevant and useful to entrepreneurs;
- build relationships with the local entrepreneurial community; and
- provide useful resources for students, faculty, and the community.

GOALS

The Faculty and Staff at the Center for Entrepreneurial Studies and Research strive to:

- Prepare students with innovative entrepreneurial mindsets to pursue careers with new and emerging growth companies a varying of stages of development. Prepare students to launch their own new enterprises.
- Increase the likelihood of success for students who launch new entrepreneurial ventures.
- Produce well-educated entrepreneurial innovators.
- Create symbiotic relationships between the Center and the students who create, build and operate entrepreneurial enterprises.
- Facilitate rigorous entrepreneurship research.
- Seek external funding via endowments and grants to fuel the success of the entrepreneurship program and to provide the resources to propel the program to ever greater successes.
- Develop and create a highly skilled and educated workforce to restore the glorious past of traditional businesses in Oklahoma and the country.
CESR Admission and Registration

Admission:

The Master of Entrepreneurial Studies (MES) curriculum at Langston University Tulsa is a graduate degree program. Application to the program is handled through the Office of Graduate Admissions or the Center for Entrepreneurial Studies and Research. It can be found online at [www.langston.edu](http://www.langston.edu) by choosing "Admissions" from the left navigation menu found on the main Langston University site and then selecting "Graduate Admission" at the top of the page. This page has contact information for the Office of Graduate Admission followed by links at the bottom of the page to: application, programs, admissions requirements, deadlines, and similar items.

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Registration:

Contact the Center to register for courses.

CESR Contact Information

If you have any questions about the Master in Entrepreneurial Studies program at Langston University - Tulsa or would like to contribute comments or suggestions, you can contact us:

Dr. Sharron D. Hunter-Rainey
918-877-8151
srainey@langston.edu

Mrs. Laticia Howard
918-877-8150
llhoward@langston.edu

Center for Entrepreneurial Studies & Research
Langston University - Tulsa
914 North Greenwood Avenue
Tulsa, OK 74106
CESR Courses

ENT 5101 (1-0-0) Seminar in Oklahoma Business and Economy
Students will research the institutions and agencies charged with the economic development of the state of Oklahoma. Guest speakers will come from the State Chamber of Commerce, State Department of Commerce, Small Business Development Centers and other state and national economic and business development agencies. The objective of this course is to acquaint students with economic and business needs and opportunities in the state of Oklahoma.

ENT 5103 (3-0-0) Economic Analysis
The course is a survey of micro and macro economics. Microeconomics will survey theories of cost, production and markets. Students will be introduced to international trade and institutions. Macroeconomics will cover the basics of national income determination and models of growth and economic policy, fiscal policy, monetary policy and international monetary relations.

ENT 5123 (3-0-0) Accounting and Finance for Managers
Introduction to accounting and financial statement analysis for managers. Course includes a survey of topics in finance such as: time value of money, financial planning, capital investment decisions, capital structure and dividend policy, working capital management and financial forecasting, and elements of international finance with emphasis on exchange rate determination.

ENT 5133 (3-0-0) Applied Management Science
This is a course in Management Information Systems with applications in production and materials planning, project management, and forecasting. The use spreadsheet modeling is emphasized.

ENT 5143 (3-0-0) Entrepreneurship and New Venture Creation
This course focuses on the mechanics of creating a new enterprise. It will bring students to understand the challenges and problems of bringing a business to fruition and the rewards associated with successful venturing. It will introduce students to concepts, tools and methods of surveying and assessing the business landscape and how to evaluate business opportunities. Students will then be shown how to convert an opportunity into a business. That is, what are the critical steps of the process that must be executed and what actions and precautions should be taken in order to maximize the probability of success?
ENT 5153 (3-0-0) Business Plan Development and New Venture Financing
This course is designed to show students the crucial need for a business plan in launching a new venture in today's economy. Students will be taken systematically through the process of creating a business plan including: concept definition, basic market research, choice of market position, data and information generation and analysis, development of resource requirements in finance, marketing, personnel, operations and management and business plan structure and presentation. Students will also be shown how the business plan is used to raise financing with banks, venture capital institutions and other agencies.

ENT 5163 (3-0-0) Legal Aspects of New Venture Creation
This course will cover the typical topics in business law and the range of legal issues involved in the creation of a new venture. Specific issues include choosing the legal form of the enterprise, researching relevant government regulations, compliance with laws and regulations, and the tax implications of different forms of the enterprise.

ENT 5173 (3-0-0) Marketing in Entrepreneurial Ventures
This is an in-depth study of entrepreneurial marketing strategies and techniques. The course will examine how start-ups or small to medium-sized businesses with distinct needs market within constraints. The course gives students an opportunity to gain experience with the marketing component of a business plan. The classes focus on cases and discussion.

ENT 5183 (3-0-0) Franchising, Licensing and Distributorships
This course will show students the intricacies of using franchising, licensing and distributorships as strategies for starting a business. It will explore the marketing, financial and legal aspects of franchising. The advantages and disadvantages, risks and potential of franchising versus other forms of market entry will be dealt with in some detail. The classes will focus on research, cases and discussions.

ENT 5193 (3-0-0) Strategy in Entrepreneurial Organization
This is a capstone course. It will cover all the subject matter of strategy formulation and implementation in the context of the entrepreneurial organization. It will be strictly case focused.

ENT 5203 (3-0-0) Entrepreneurship in E-Commerce
ENT 5213 (3-0-0) Entrepreneurship in High-Technology Industries
ENT 5223 (3-0-0) Entrepreneurship in Transportation & Logistics
ENT 5233 (3-0-0) Entrepreneurship in Financial Services
ENT 5243 (3-0-0) Entrepreneurship in Hospitality and Tourism
ENT 5253 (3-0-0) Corporate Venturing
ENT 5263 (3-0-0) Social Entrepreneurship
These are specialization courses. They examine the special problems, challenges and requirements for success when one is venturing into any of these areas.
ENT 5300 (1-0-0) Practicum
This course may be repeated up to three times. It will involve a team of three to four students in the creation and launching of a small enterprise under the supervision of a team of professors or entrepreneurs-in-residence. Each initiative will be judged on the basis of how well students incorporate formal entrepreneurship knowledge gained in the program into their projects and the degree of success that was achieved.

ENT 5400 (1-0-0) Special Topics
This course may be repeated up to three times depending on the topic.