

MASTER OF ENTREPRENEURIAL STUDIES AND RESEARCH (M.E.S.) – Track I

Mission Statement: The Center for Entrepreneurial Studies and Research at Langston University seeks to maximize learning opportunities for entrepreneurially-inclined students; deliver a world class entrepreneurship curriculum for the MES Program; facilitate and conduct academic research on topics relevant and useful to entrepreneurs; create a network of relationships with the local entrepreneurial community; and provide a comprehensive and meaningful resource for students, faculty and the entrepreneurial community.

Vision: The Center for Entrepreneurial Studies and Research at Langston University strives to produce highly qualified entrepreneurs. The Center is committed to prepare highly competent and business-educated entrepreneurs who are capable of addressing the many scenarios faced in entrepreneurship.

Goals/Objectives: The faculty and staff at the Center for Entrepreneurial Studies and Research strive to

1. Prepare students with an innovative entrepreneurial mindset to pursue careers with new and emerging growth companies representing different stages in the value chain.
2. Facilitate rigorous research in the field of entrepreneurship.
3. Create symbiotic relationships and partnerships between the center and the students who create, build and operate entrepreneurial companies.
4. Produce well-educated entrepreneurial innovators.
5. Significantly enhance the prospects for success of students who embark on entrepreneurial ventures.
6. Create venture funding via endowments to fuel the success of the entrepreneurship program and to provide the resources to propel the program to ever greater successes.
7. Develop and create a highly skilled and educated workforce to restore the glorious past of traditional businesses in the state of Oklahoma and the country as a whole.

8. Facilitate a strong economy, innovative technologies, and an extraordinary quality of life for emerging entrepreneurs.

Description of Program: The Center for Entrepreneurial Studies and Research is in Langston, Oklahoma. The master’s degree in Entrepreneurial Studies offers classes at Langston campus. As part of long demanded and much needed support for the local entrepreneurial community, the Center offers a unique blend of experiences and professional skills through entrepreneurship education.

Our distinguished faculty is recognized for its national and global perspectives on the instruction and mentoring of students in entrepreneurial thinking, economics, finance, marketing, and business management. The educational program is “learner-centric” and provides many opportunities for students to hone their entrepreneurial skills and develop technical and professional competence. The

program provides unparalleled access to, and networking with, educational institutions, private sector partners, alumni, and other patrons and serves as a comprehensive resource to students, faculty, and entrepreneurial counterparts. The Center’s advisory desk functions as a dynamic support service to the local business community, facilitating partnerships and entrepreneurial activity generally. The Center has taken a leadership role in advancing the vision for Langston University’s President for the next 10 years which is, “From Excellence to Greatness”. The center seeks to transform entrepreneurship skills into an understanding of new businesses, reach out to the audience of entrepreneurs, and discover and promote venture-grade ideas that cater to emerging local, national, and global markets. By maintaining close ties with the business community, the Center is well positioned to contribute to the growth of greater Oklahoma, and the nation at large.

Philosophy

The Master of Entrepreneurial Studies degree program is centered around the philosophy that entrepreneurs serve best when they have, in addition to cognitive skills, a genuine commitment to high standards of professional responsibility. To enhance this position, there will be two options offered. The first track will be

for Business Majors and will consist of a 33 hour fast-track curriculum. The second track will be the standard 48-hour curriculum. Both will be provided to convey to students not only knowledge of how to own and operate their own business venture but also an awareness of the responsibilities to society that accompanies the power inherent in the knowledge.

MES Track 1- 33 Course Requirements:

- Entrepreneurship Core – 21 credits
- Enrichment Core – 6 credits
- Specialization – 6 credits

MES Plan of Study

The following is a plan of study for the Track 1 – 33-hour program. It gives all required courses and shows which electives in the Enrichment and Specialization Cores you can choose.

Entrepreneurship Core (21 credit hours)

| | | |
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| ENT 5101 | Seminar in Oklahoma Business and Economy | 1 |
| ENT 5143 | Entrepreneurship and New Venture of Creation | 3 |
| ENT 5153 | Business Plan Development and New Venture Financing | 3 |
| ENT 5163 | Legal Aspects of New Venture Creation | 3 |
| ENT 5173 | Marketing in Entrepreneurial Ventures | 3 |
| ENT 5183 | Franchising, Licensing & Distribution | 3 |
| ENT 5193 | Strategy in Entrepreneurial Organization | 3 |
| ENT 5193 | Strategy in Entrepreneur. Organization | 3 |
| ENT 5301 | Practicum | 1 |
| ENT 5301 | Practicum | 1 |

Enrichment Core (6 credit hours)

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|----------|-------------------------------------|---|
| ENT 5103 | Economic Analysis 3 | |
| ENT 5123 | Accounting and Finance for Managers | 3 |
| ENT 5133 | Applied Management Science | 3 |
| ENT 5401 | Special Topics | 1 |
| ENT 5401 | Special Topics | 1 |
| ENT 5401 | Special Topics | 1 |

Specialization (6 credit hours)

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| ENT 5203 | Entrepreneurship in Commerce | 3 |
| ENT 5213 | Entrepreneurship in High Technology Industries | 3 |

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| ENT 5223 | Entrepreneurship in Transportation and Logistics | 3 |
| ENT 5233 | Entrepreneurship in Financial Services | 3 |
| ENT 5243 | Entrepreneurship in Hospitality and Tourism | 3 |
| ENT 5253 | Corporate Venturing | 3 |
| ENT 5263 | Social Entrepreneurship | 3 |

Comprehensive Exam

ENT 5960 Comprehensive

MES Track 1 – 33 hour proposed Semester Schedule Guide:

The following is a representative curriculum for the MES degree (it includes all of the above classes, and they must be taken in the semester offered in order to complete the program in one year). All classes may not be offered in any given year as only 33 hours are required:

Year I/Semester I

A. Management Core

ENT 5173 (3CR)
Marketing in Entrepreneurial Ventures
ENT 5183 (3CR)
Franchising, Licensing and Distributorships
ENT 5143 (3CR)
Entrepreneurship and New Venture Creation
ENT 5101 (1CR)
Seminar in Oklahoma Business and Economy

B. Specialization Core/Specialization Electives

ENT 5203 (3CR)
Entrepreneurship in Commerce and/or
ENT 5213 (3CR)
Entrepreneurship in High-Tech Industries and/or
ENT 5243 (3CR)
Entrepreneurship in Hospitality Tourism

Year I/Semester II

A. Management Core

ENT 5193 (3CR)
Strategy in Entrepreneurial Organization and/or
ENT 5163 (3CR)
Legal Aspects of New Venture Creation
ENT 5153 (3CR)
Business Plan Dev and New Venture Financing

B. Specialization Core/Specialization Electives

ENT 5253 (3CR)

Corporate Venturing and/or

ENT 5263 (3CR)

Social Entrepreneurship

Year I/Semester III

A. Specialization Core/Specialization Electives

ENT 5223 (3CR)

Entrepreneurship in Transportation and

Logistics

and/ or

ENT 5253 (3CR)

Corporate Venturing

ENT 5301(1CR)

Practicum