# Master of Science in Entrepreneurship

## Learning Goals

| Intellectual Competency | • Understands operational issues of entrepreneurial ventures  
| | • Understands venture start-up and growth strategy issues  
| | • Identifies and explains operational issues via case analyses and real life examples  
| | • Analyzes various business opportunities by applying systematic theoretical frameworks such as a SWOT analysis; identifies family and social networks and community linkages, among others, and articulates the venture’s source of sustainable competitive advantage  
| | • Constructs a business plan |