

# Management Innovation Entrepreneurship (MIE)

---

## **MIE 201 Introduction to Business** (3 credit hours)

Cross-functional treatment of major activities of business, such as product design, distribution, production, and marketing. Description of specific tasks, via lectures and case studies, in support of major business activities. Interactions among various functional areas of business.

*GEP Interdisciplinary Perspectives*

*Typically offered in Fall, Spring, and Summer*

## **MIE 209 Survey of Entrepreneurship** (3 credit hours)

The course introduces non-Poole students to entrepreneurship, both its history and contemporary applications. This course will provide a base upon which students can become informed about the competencies that entrepreneurs need to develop, how entrepreneurs approach identifying, exploring, and implementing ideas, as well as the career path of entrepreneurs both pre- and post-graduation.

*GEP Social Sciences*

*Typically offered in Fall and Spring*

## **MIE 295 Special Topics in MIE** (1-6 credit hours)

Presentation of material at the 200-level not normally available in regular course offerings, or offering of new courses on a trial basis. Course may be taken multiple times only if topic is different.

*Typically offered in Fall, Spring, and Summer*

## **MIE 305 Legal and Regulatory Environment** (3 credit hours)

Introduction to fundamental subfields, rules, and concepts of law that are regularly significant to business operations. Emphasis on the law of contracts, torts, property and intellectual property rights, business organizations, and agency. Includes principals of constitutional, administrative and criminal law in a business context, and issues of ethics, fiduciary duty, civil procedure and legal risk management generally. Credit is not allowed for both BUS 305 and MIE 305.

*Typically offered in Fall, Spring, and Summer*

## **MIE 306 Managing Ethics in Organizations** (3 credit hours)

Management practices to define, communicate, and implement ethical conduct in business organizations. Normative and applied analysis of current ethical dilemmas of corporations in free markets, techniques for effective management of corporate social responsibility, and formulation and implementation of ethics management programs. College of Management majors only.

Prerequisite: MIE 201

*Typically offered in Fall and Spring*

## **MIE 309 Entrepreneurship Skills for Non-Majors** (3 credit hours)

The course introduces non-Poole students to the contemporary entrepreneurship world, including essential entrepreneurship skills, principles of marketing, accounting, economics, finance, market research, opportunity identification and exploration, and opportunity implementation. This course will provide foundational concepts in the above areas and will help students to develop needed skills related to budgeting and finance, applications of technology, effective communications, leadership and teamwork and risk assessment.

*GEP Interdisciplinary Perspectives*

*Typically offered in Fall and Spring*

## **MIE 310 Introduction to Entrepreneurship** (3 credit hours)

Introduction to planning, formation, and management of entrepreneurial ventures. Fundamental business concepts and managerial skills applied to entrepreneurial ventures. Course projects support experiential learning of critical skills. Some individual off-campus travel is required.

*Typically offered in Fall, Spring, and Summer*

## **MIE 330 Managing People** (3 credit hours)

Managing people is one of the most important functions in business. This course covers the essential principles for managing people in organizations. Topics include environmental influences on planning, recruitment, and selection; developing effectiveness and enhancing productivity; compensation and benefits; motivating employees; evaluating, training/learning, and developing employees; and strengthening employee-management relations.

Prerequisite: MIE 201, Sophomore standing

*Typically offered in Fall, Spring, and Summer*

## **MIE 335 Organizational Behavior** (3 credit hours)

Survey of contemporary managerial applications for managing people in modern organizations. Topics include: motivation, group dynamics, team development, ethics, communications, organizational politics, leadership, power, organizational development, organizational design and structure. Current managerial issues include total quality management and technology management.

Prerequisite: 9 hrs. of social science or 6 hours of social science plus MIE 201

*Typically offered in Spring only*

*This course is offered alternate years*

## **MIE 410 Business Opportunity Analysis** (3 credit hours)

Issues and management processes related to the identification of new business opportunities with emphasis on commercializing new technologies. Students will analyze and develop individual plans for commercialization of a new technology or other innovation. New venture formation is the primary focus, but the processes and skills students develop are relevant to new product introductions by existing firms.

Prerequisite: MIE 310 or both MIE 209 & MIE 309 together

*Typically offered in Fall, Spring, and Summer*

## **MIE 411 Managing the Growth Venture** (3 credit hours)

Managing a growth venture with emphasis on entrepreneurial planning in the dynamic context of rapidly growing ventures and the development of managerial skills necessary for successful leadership in high growth ventures. Fundamental concepts, issues and skills are taught through an integrated combination of readings, lectures, discussions, cases analyses, and applied project with a local venture. Students need to provide their own transportation to off-campus sites.

Prerequisite: MIE 310

*Typically offered in Spring only*

*This course is offered alternate years*

**MIE 412 Finance and Accounting for Entrepreneurs** (3 credit hours)

Financial planning for new ventures including financial reporting conventions and projection of critical financial amounts for new ventures. Introduction to fundamental accounting and finance concepts applied in the context of entrepreneurial ventures. Topics include projection of revenues, expenses, capital expenditures, cash flows, and balance sheet amounts; and the creation of pro-forma financial statements. Individual student projects integrate financial projections and pro-forma financial statements with the preparation of a complete business plan. Some individual off-campus travel is required.

Prerequisite: MIE 310 or (MIE 209 and MIE 309)

*Typically offered in Fall and Spring*

**MIE 413 New Venture Planning** (3 credit hours)

Developing the business plan for a new venture and the entrepreneurial process of executing the first phases of new venture creation. Topics include idea conception, entrepreneurship, business planning, market research, entrepreneurial opportunities and strategies. Emphasis is placed on high growth business opportunities. The final deliverable is a complete business plan for a high growth venture and formal presentation of the plan to mock investors. Some individual off-campus travel is required.

Prerequisite: MIE 310 or (MIE 209 and MIE 309)

*Typically offered in Fall and Spring*

**MIE 416 The Legal Dynamics of Entrepreneurship** (3 credit hours)

Overview of important legal and regulatory issues facing entrepreneurs and start-up entities including legal structure of the organization, intellectual property protection, human resource requirements, product liability, and risk management.

Prerequisite: MIE 310

*Typically offered in Spring only*

**MIE 418 Social Entrepreneurship Practicum** (3 credit hours)

Application of entrepreneurship skills and knowledge to plan a social entrepreneurial venture envisioned by the student. This course is a capstone course for the Minor in Entrepreneurship and the Concentration in Entrepreneurship. The deliverables include an evaluation of the venture and a formal presentation including a summary of work completed and the implications of the work for each student's project. Students need to provide their own transportation to off-campus sites.

Prerequisite: MIE 410

*Typically offered in Fall and Spring*

**MIE 419 Entrepreneurship Practicum** (3 credit hours)

Application of entrepreneurship skills and knowledge to plan an entrepreneurial venture envisioned by the student. The final deliverable includes an evaluation of the project and a formal presentation that includes a summary of the work completed and the implications of that work each student's project. Some individual off-campus travel is required.

Prerequisite: MIE 410

*Typically offered in Fall and Spring*

**MIE 430 Teamwork in Organizations** (3 credit hours)

This course will impart cutting edge thinking on leading in team-based organizations including the organizational changes required to move to a team-based structure and the organizational factors required to create successful work teams.

Prerequisite: MIE 330

*Typically offered in Spring only*

**MIE 432 Employee Relations** (3 credit hours)

Utilizing textbook, readings, lectures, and practitioner presentations, students will become familiar with Employee Relations. Concepts in maintaining positive employer-employee relationships to promote productivity, morale, motivation and engagement will be reviewed. The course will explore the history of labor unions and the regulations that impact present day domestic and international business. The course will review approaches to negotiations.

Prerequisite: MIE 330

*Typically offered in Spring only*

**MIE 434 Rewards and Relationship Management** (3 credit hours)

To maximize organizational performance, managers should address key components in successfully attracting, retaining, and motivating employees. Reward programs must be designed to ensure alignment with business objectives, motivate individual/team/business unit performance and successfully compete with outside forces in the ongoing competition for talent. This course will provide the underlying concepts and the latest practices of effective total rewards including employee relations, relationship management, and compensation and benefits programming to achieve business results. Students completing this course will gain a practical, comprehensive understanding of the complexities of work relationships and reward systems.

Prerequisite: MIE 330

*Typically offered in Fall and Spring*

**MIE 435 Leading in a Changing World** (3 credit hours)

The demands of leadership are not static or formulaic. Rather, leaders must adapt their styles to respond effectively in changing contexts. This course explores leadership in the context of today's rapid and often turbulent technological, social and environmental change. Throughout the semester, students will practice getting comfortable being uncomfortable as they explore complex and current issues affecting the future of work including AI, digitalization, globalization, flexible work modalities, and ways to navigate change across ambiguous organizational and national contexts. Students will learn how to positively and successfully leverage others to identify root-cause issues, manage risk, and address challenges.

Prerequisite: MIE 330

*Typically offered in Fall and Spring*

*This course is offered alternate years*

**MIE 436 Consultative Skills** (3 credit hours)

This course provides an overview of the fundamental skills and techniques used in internal and external consulting, equipping students with structured frameworks to diagnose business challenges, develop data-driven solutions, and effectively communicate recommendations. Through real-world case studies, hands-on exercises, and interactive consulting engagements, students will learn how to diagnose organizational issues, engage with stakeholders, and deliver recommendations that drive business performance.

Prerequisite: MIE 330

*Typically offered in Fall and Spring*

**MIE 437 People Analytics** (3 credit hours)

This course introduces methods for asking effective questions and bringing data and evidence to bear to make effective decisions and create competitive advantage. Various methods and analyses are helpful for managers to evaluate a variety of questions and issues. Students in this course will learn and apply statistical techniques to interpret organizational situations and inform decision-making. At the end of the course, students will be able to (a) develop and test research questions relevant to the organizational context; (b) critically evaluate quantitative information and illustrations they encounter; (c) perform common statistical analysis in Microsoft Excel, SAS, and/or R; and (d) present design, analysis, and evidence-based recommendations to business partners.

Prerequisite: MIE 330

*Typically offered in Fall and Spring*

**MIE 438 Talent Management** (3 credit hours)

This course examines the systems and processes associated with workforce planning, acquiring, onboarding, training and retaining talent. Students will learn how to design and evaluate these processes. Related topics will examine employee development, careers, mentoring, performance management, and succession planning.

Prerequisite: MIE 330

*Typically offered in Fall and Spring*

**MIE 439 Management Practicum** (3 credit hours)

The technical and interpersonal skills necessary for consultants to be successful are complex and multidisciplinary. This class builds on MIE 436 and provides students the opportunity to be part of a consulting team that works with clients on real business challenges (problems and opportunities). Consulting teams will collect data and conduct analyses. Students will then use that information to build relevant and actionable recommendations to address identified challenges.

*Typically offered in Fall and Spring*

**MIE 480 Business Policy and Strategy** (3 credit hours)

Comprehensive analysis of administrative policy-making from the point of view of the general manager. Integration of perspectives from marketing, finance, and other functional areas of management. Use of case analyses and written reports to develop decision making skills.

Corequisites: MIE 330, BUS 320, BUS 340, BUS 360, BUS 370, and (BUS/ST 350 or ST 305 or ST 312 or ST 370 or ST 372), and (ENG 331 or ENG 332 or ENG 333)

*Typically offered in Fall, Spring, and Summer*

**MIE 495 Special Topics in MIE** (1-6 credit hours)

Presentation of material normally not available in regular course offerings, or offering of new courses on a trial basis.

**MIE 498 Independent Study in MIE** (1-6 credit hours)

Detailed investigation of topics of particular interest to advanced undergraduates under faculty direction on a tutorial basis. Credits and content determined by faculty member in consultation with Department Head. Individualized/Independent Study and Research courses require a "Course Agreement for Students Enrolled in Non-Standard Courses" be completed by the student and faculty member prior to registration by the department.

*Typically offered in Fall, Spring, and Summer*

**MIE 501 Strategic Management Foundations** (3 credit hours)

This course is designed to help students with an engineering or scientific undergraduate degree understand the world of business. The class will cover key business functions including finance, marketing, operations, strategy, organizational behavior. Students will undertake a semester-long group project to design and plan for a new company or new product within an existing company. Restricted to students with an engineering, scientific, or other technical background.

*Typically offered in Fall and Spring*

**MIE 570 Introduction to Innovation and Entrepreneurship** (3 credit hours)

This course is designed for aspiring entrepreneurs and innovators eager to explore the complex landscape of starting and growing a new venture outside and inside an existing organization. The curriculum is structured to take students through a thorough journey, beginning with personal development and team building, continuing through critical elements of venture creation such as market analysis and strategic planning, and culminating in the practical application of these concepts through presentations and the development of a final new venture report. Students will explore their personal entrepreneurial strengths and weaknesses, focusing on elements driving change within themselves and in the context of other stakeholders. They will then acquire technical and market analysis knowledge, gain insights into product and market-led innovation, and engage in exercises to clarify market needs, problems, value propositions, and customer pain points.

Prerequisite: Graduate standing

*Typically offered in Fall, Spring, and Summer*

**MIE 573 Corporate Innovation** (3 credit hours)

Innovation and Creativity in all aspects of business activities are keys to maintaining a sustained competitive advantage. In this course, you will be exposed to perspectives from economics, organizational theory, general management, and strategy to understand the fundamental nature of innovation and creativity and how the two processes can be best unleashed in an organizational setting.

Prerequisite: Graduate standing

*Typically offered in Fall and Spring*