

Forget about trying to wade through the whole course catalogue. Here's a short list of the BEST business and entrepreneurial courses that specifically welcome PhDs and are relevant to scientists and engineers. Choose one of these nine courses to push yourself beyond your comfort zone. Also a great way to enlarge your network with business-minded individuals. For current times, consult <http://courses.cornell.edu/> Enroll NOW!

- [AEM 6145](#) **Business & Management Fundamentals** (3 cr. R. Karpman) This is the new full-semester course developed from "Business as a Second Language" offered previously as a mini-course. Meets early in the morning so you can get back to the lab!
- [NBA 5070](#) **Entrepreneurship for Scientists and Engineers** (3cr. B. Treat)-- Non-Johnson Students ONLY-- Specifically designed for mentored independent study, this course is customized using streaming video, guest speakers, distance learning, and special lectures/tutorial sessions. Work is focused on a single project: students form a startup team and follow a technical business idea of their own choosing through the process of developing and founding a business that can attract venture investors. Learn how high-technology ideas are converted into world-class businesses in venture-backed startup companies as well as in new business development in existing companies. Tutorial sessions with professors apply lessons to the team business plan.
- [NBA 5690](#) **Management Consulting Essentials** (1.5 cr.) This half-semester course will help students learn about consulting and the skills required to be a successful consultant using a combination of lectures, case work, individual and team work.
- [NBA 5380](#) **The Business Idea Factory** (1.5cr. K. Rother, B. Treat) Do you want to become an entrepreneur, but you don't yet have that brilliant idea? This class will help you come up with new ideas and evaluate which ones are the most worth pursuing to ensure you invest your time and energies on ideas that have the most promise. The first section of the course will be about places and processes that you can use to find inspiration to come up with a large number of potential business ideas. We will then walk through a systematic process to evaluate, validate, and quantify the best ideas for each team. This process will be assisted by experienced entrepreneurs as guest speakers who will share the inspirations for their businesses, the methods they used to select those ideas as worthy of pursuit, as well as insights into their careers.
- [NBA 5640](#) **Entrepreneurship and Business Ownership** (3cr. S. Gal, T. Schryver)--Johnson School and Grad Students Only-- Entrepreneurship and Business Ownership (EBO) is a comprehensive introduction to the key aspects of envisioning, starting and running a new business. Team taught by two career entrepreneurs, EBO focuses both on concepts and frameworks in entrepreneurship and on "doing" entrepreneurship. Students will form teams, ideate new businesses, complete customer development, construct business models and work towards creating minimum viable products. Topics covered will

include definition of the market, sales and distribution, competition, hiring and management of people, cash flow and financial management, making compelling pitches and raising capital. The course culminates in a capstone project of writing a business plan and presenting to a group of entrepreneurs and investors.

- [CEE 5900](#) **Project Management** (4 cr. K Rother, B Treat) Core graduate course in project management for people who will manage technical or engineering projects. Focuses both on the "technical" tools of project management (e.g., methods for planning, scheduling, and control) and the "human" side (e.g., forming a project team, managing performance, resolving conflicts), with somewhat greater emphasis on the latter.
- [NBA 6910](#) **Physical Product Entrepreneurship** (1.5 cr. K Rother)--Note mandatory March 12 workshop--This course introduces students to the renaissance in physical product development created by the emergence of new desktop manufacturing technologies, small-scale electronics production, and internet based market aggregation all combined with Lean Startup principals. Unlike an engineering course that focuses on the "nuts and bolts" of creating a physical product this course will examine the creation of the product business itself rather than the actual device. This course is appropriate for the student exploring the creation of a hardware startup as well as students pursuing a career in product management at a physical product company. Topics covered will include both the current state of the ecosystem and provide a framework for accessing and incorporating upcoming innovations.
- [AEM 4940](#) **Starting Your Startup** (3 cr. R. Karpman)--NEW--The goal of the course is to run your start-up after you have received your funding. Most of the work will be in teams - meeting times with the teams will be flexible. It is not a lecture series. A great followup to Business as a Second Language.
- [NBA 6180](#) **Global Innovation and Technology Commercialization** (1.5 cr. W Sine) Examines technology commercialization from an investor's point of view. Will address issues related to intellectual property, recognizing and screening opportunities, exploiting technology opportunities, and marketing high technology. Case studies and discussions with practitioners will be used to examine this topic.