



SMU COX

MASTER OF SCIENCE
IN
ENTREPRENEURSHIP



“ The best way to
get to the top
is to start there.”

W.W. “Will” Caruth, Jr.
Founder
Caruth Institute for Entrepreneurship

Out of the top 100 Executive MBA programs worldwide,
the SMU Cox Entrepreneurship Program
was ranked 6th by *Financial Times*.

The Cox Entrepreneurship Advantage

When it comes to selecting a business school for advanced studies in entrepreneurship, you're looking for innovation and a proven track record of success. The Cox School delivers advantages that will put you ahead of the game.

Entrepreneurship Expertise

Since its founding more than three decades ago, the Caruth Institute for Entrepreneurship at SMU Cox has continuously developed innovative courses and programs to help individuals keep pace with the dynamic, rapidly changing field of entrepreneurship. *Entrepreneur* magazine and *The Princeton Review* have ranked SMU Cox as one of the top programs in the nation for entrepreneurs.

In addition to its academic courses, the Caruth Institute has unique programs that enable students to experience and understand the inner workings of entrepreneurial ventures.

- **Cox MBA Venture Fund** – A program that gives students hands-on experience in making venture capital investments in growing business ventures.
- **Southwest Venture Forum** – A bi-monthly forum where entrepreneurs looking to start or build businesses meet with venture investors to solicit financing and obtain advice.
- **Business Plan Competition** – An annual competition in which the winners are awarded cash as well as other prizes and have the chance to go to regional and national competitions.
- **Dallas 100™ Awards** – An annual event that identifies and honors the 100 fastest-growing privately-held companies in the Dallas area.

Renowned Faculty

The Cox School has attracted a unique group of professors distinguished by their innovative research and passion for teaching. In addition to strong research and teaching skills, our faculty has considerable entrepreneurial experience. A number of instructors in our program have launched their own successful companies, while others run advisory firms that serve entrepreneurs and investors — preparing business plans, counseling clients on mergers and acquisitions, and facilitating multimillion-dollar debt, equity funding and exit transactions.

www.coxmsie.com



Strategic Location

SMU Cox is situated in one of the nation's top locations for entrepreneurial and venture capital activity. Through the Caruth Institute's annual Dallas 100™ event and bi-monthly Southwest Venture Forum, SMU Cox has established close ties to the DFW venture capital and entrepreneurship communities. As a student in the Cox Master's in Entrepreneurship program, you'll be able to tap into these and other programs to gain unique insights into the inner workings of startup ventures.

“We want to help you realize your
entrepreneurial dream.
We want you in
control of your destiny.”



Jerry White
Director of the Caruth
Institute for Entrepreneurship

Curriculum

A Solid Foundation in Entrepreneurship

The Cox Master's in Entrepreneurship requires 32 credit hours of coursework. The entire program spans eight modules over a four-semester, 16-month period. Each course will last eight weeks and will provide two credit hours. You will take two courses (four credit hours) per eight-week module. Classes are held Monday through Thursday evenings from 6:30-9:20 p.m. or Saturdays from 9:00-11:50 a.m.

The Cox Master's in Entrepreneurship is a lockstep program with options on selected elective courses. Some of the courses in the program are also elective courses for students in the full-time MBA program and required courses for students in the Professional MBA and Master's in Management programs.

To enhance your classroom learning experience, you may choose to participate in programs offered by the Caruth Institute for Entrepreneurship, including the Cox Business Plan Competition, the Southwest Venture Forum and the Dallas 100™ Awards.



Fall 2011

MODULE A COURSES - 8 credit hours

ACCT 6201	Financial Accounting I
CISB 6222	Starting a Business I

MODULE B COURSES

MNO 6201	Organizational Behavior
CISB 6223	Starting a Business II

Spring 2012

MODULE A COURSES - 8 credit hours

ACCT 6205	Managerial Accounting I
CISB	Elective

MODULE B COURSES

MKTG 6201	Marketing Management
CISB	Elective

Summer 2012

MODULE A COURSES - 8 credit hours

CISB 6216 Managing the Entrepreneurial Business I

STRA 6201 Strategic Management

MODULE B COURSES

CISB 6217 Managing the Entrepreneurial Business II

FINA 6201 Managerial Finance

www.coxmsie.com

Fall 2012

MODULE A COURSES - 8 credit hours

ITOM 6203 Operations Management

CISB or STRA Elective Courses

MODULE B COURSES

STRA 6224 Entrepreneurial Strategy

ELECTIVE Approved Course*



Credit Hour Summary

CREDIT HOUR SUMMARY FOR COX MASTER'S IN ENTREPRENEURSHIP STUDENTS

14 credit hours of core academic required courses

10 credit hours of entrepreneurship required courses

8 credit hours of elective courses

32 credit hours total

32 Total Credit Hours

“The MSE program has definitely prepared me to **be a better business person and entrepreneur** in an ever-changing business environment.”

Kaytlin Do Karr, MSE 2010

Bachelor of Business Administration in Finance, Baylor University
Owner, DoKarr Enterprises

* When the prerequisite for enrolling in an elective course is met, that course becomes an “approved elective.”

Leadership Development

In the Cox Master's in Entrepreneurship program, you have access to specialized training in communication and leadership skills through the Business Leadership Center (BLC).

Established in 1991, the BLC offers more than 65 seminars taught by business practitioners from Fortune 500 companies, medium-size businesses and entrepreneurial ventures. In addition to presenting traditional seminars on topics such as project management, leading in crisis and change, and strategic communications, the BLC offers individualized training in several areas, including advanced presentation techniques and advanced business writing.

Networking Opportunities

The Cox network distinguishes itself from other business school networks through its global reach and local touch. Consisting of more than 38,000 individuals, the Cox alumni network is one of the school's most valuable assets.

- *The Economist* recently ranked the Cox School #13 in the world for the international breadth of its alumni network.
- The *Fiske Guide to Colleges* claimed that "SMU is all but the official alma mater of the Dallas business and professional elite."

“Attending this program turned out to be the best decision I ever made.”

Southern Methodist University will not discriminate on the basis of race, color, religion, national origin, sex, age, disability, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.



Andrew K. Nguyen

MSE 2011

Bachelor of Business Administration
in Entrepreneurship
University of North Texas

WSI Search, LLC
Owner and President

“The biggest advantages of the MSE program are the networking opportunities as well as the establishment of credibility and confidence. This has helped me elevate my business to play at a higher level.”



Andrew Hunt

MSE 2009

Bachelor of Science in History
University of Texas at Dallas

Vice President of Business Development
Eagle Golf

How to Apply

Admission to the program is selective, based on the following criteria:

- Successful completion of an undergraduate degree from an accredited institution
- A minimum of two years of post-undergraduate work experience
- Demonstrated analytical skills
- Sufficient personal commitment and motivation to succeed in graduate study
- Leadership potential in an entrepreneurial venture

Preference will be given to candidates who have entrepreneurial or intrapreneurial experience, or who are starting a new business. Submission of GMAT or GRE scores may be required of candidates at the discretion of the Cox Admissions Committee.

Your complete application will contain the following components:

- Application forms (available online at www.coxmsie.com)
- Cover letter with résumé
- Essays (two required, though you may submit a third optional essay to address issues not covered in required essays)
- If applicable, TOEFL scores for non-U.S. citizens/permanent residents
- Official transcripts for all undergraduate and graduate coursework completed (If applicable, transcripts are also required from courses taken at community colleges or other institutions not granting your degree.)
- Two professional references

The Cox Master's in Entrepreneurship Admissions Committee strongly encourages you to use our online application, which you can access at www.coxmsie.com.

Students are admitted for the fall semester, which begins in August. Applications are accepted for the fall term beginning January. The Cox School processes applications as they are received, and decisions are made on a rolling basis. We will notify you of our admission decision in writing within three weeks of receiving your completed application. You should submit your application to:

Master's in Entrepreneurship
Program Coordinator
SMU Cox School of Business
P.O. Box 750333
Dallas, TX 75275-0333



Angela Dupont

MSE 2012

Bachelor of Business Administration in Marketing
University of Texas at Arlington

Events Specialist

Tara Wilson Events

"The quality of the faculty is outstanding. They are seasoned entrepreneurs who have helped me make connections and are genuinely interested in seeing me succeed."

For more information on the Cox Master's in Entrepreneurship program, go to www.coxmsie.com. If you have questions, call us at 877.269.7622 or e-mail us at vcartwri@cox.smu.edu.



Master of Science in Entrepreneurship

SMU Cox School of Business

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The Cox MSE

Master of Science in Entrepreneurship

When it comes to selecting a business school for advanced studies in entrepreneurship, you're looking for innovation and a proven track record of success. The Cox School delivers advantages that will put you ahead of the game.

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Dallas 100™ Awards – An annual event honoring the 100 fastest-growing privately-held companies in the Dallas area.

CURRICULUM REQUIREMENTS FOR CLASS 2012 — FALL FALL 2011 ENTRY

Class Scheduling Information

Classes are held Monday through Thursday evenings from 6:30 p.m. – 9:20 p.m. or Saturdays from 9 a.m. – 11:50 a.m.

Students take two courses scheduled during the above class times. Exams may be held at a time other than the scheduled class time. Summer hours may be different.

The MS-Entrepreneurship degree is a semi-lock step program with limited options on four elective courses.

Some of the courses in the MS-Entrepreneurship Degree Program are also elective courses in the MBA programs and required courses for Professional MBA and MS-Management programs.

Please note that the curriculum sequence outlined below may change depending upon the availability of faculty.

Credit Hours Summary for MS in Entrepreneurship Students

- 14 credit hours of core academic required courses
- 10 credit hours of Entrepreneurship required courses
- 8 credit hours of elective courses

32 credit hours total for Cox MSE — Master of Science in Entrepreneurship

** When the prerequisite for enrolling in an elective course is met, that course becomes an "approved elective".*

Please visit cox.smu.edu/rankings to learn more about the most recent SMU Cox rankings by leading business publications.

FALL 2011 Total 8 Hours	MODULE A COURSES ACCT 6201 Financial Accounting I CISB 6222 Starting a Business I MODULE B COURSES MNO 6201 Organizational Behavior CISB 6223 Starting a Business II
SPRING 2012 Total 8 Hours	MODULE A COURSES ACCT 6205 Managerial Accounting I CISB elective MODULE B COURSES MKTG 6201 Marketing Management CISB elective
SUMMER 2012 Total 8 Hours	MODULE A COURSES CISB 6216 Managing the Entrepreneurial Business I STRA 6201 Strategic Management MODULE B COURSES CISB 6217 Managing the Entrepreneurial Business II FINA 6201 Managerial Finance
FALL 2012 Total 8 Hours	MODULE A COURSES ITOM 6203 Operations Management CISB or STRA Elective Courses MODULE B COURSES STRA 6224 Entrepreneurial Strategy Approved Elective Course*