

**Undergraduate Winterim 2010 Schedule "tentative"**

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**Business Administration**

**Raising Capital and Entrepreneurship (Cr. 3)**

**52:135:419:W3:**

Vance

Email: [dave.vance1@verizon.net](mailto:dave.vance1@verizon.net)

Prerequisite: None

Raising Capital explores ways and means for entrepreneurs to raise the funds needed to start and run a new enterprise. Topics include Small Business Administration loans, entrepreneur's resources, friends and family, angel investors, venture capital, SBICs and other sources of funds. The course includes research and a lab project in which a start up business plan is constructed and projected through exiting the investment.

**HUMAN RESOURCE MANAGEMENT:**

Special Topics: Government Employment and Training Programs **Cr. 3)**

**52:533:491:Sec.W6**

Urban

Email: [nabru@camden.rutgers.edu](mailto:nabru@camden.rutgers.edu)

Prerequisite: none

Course will trace the history and politics of selected, E&T programs from the 1930's through present day and analyze their respective effects on the public sector, private sector, and the unemployed segment of the U.S. Labor Force. Students will actively participate in discussions of each program studied, design and implement a group presentation of an assigned E&T program, and (as a class project) develop a modern-day E&T Youth program. State and local government officials will also address the class on selected E&T issues and programs. Course will culminate with an overview of current Federal and N.J. Employment and Training Legislation, how this legislation benefits both labor and industry, and include a field visit to the N.J. Department of Labor and Business Services Camden One-Stop Center.

## **MANAGEMENT:**

### **Special Topics: Strategic Management of Technology (Cr. 3)**

**52:620:488:Sec.W6: (cross listed with MBA Mgt 670)**

ROOM REQUEST - BSB 106

Benshetler

Email: [Eric77@temple.edu](mailto:Eric77@temple.edu)

Prerequisite: none

Explores the challenges faced by a general manager in the creation and exploitation of new technologies and innovations. The first module of the course deals with technology evolution, forecasting, and assessment of new technologies; creation of technological competencies; organization of the innovation process; and strategies for exploiting innovations. The second module analyzes the strategic and organizational implications of ecommerce and emerging innovations.

## **MANAGEMENT:**

### **Special Topics : Corporate Entrepreneurship (Cr. 3)**

**52: 620: 491: W6 (cross listed with undergraduate Mgt 670)**

Robert Truitt

e-mail: [robertjtruitt@comcast.net](mailto:robertjtruitt@comcast.net)

The creation and launching of a new business within an established firm. To survive in today's competitive world, innovation is essential. Yet established firms often have considerable difficulty moving new products out quickly enough, responding to new market opportunities, or taking advantage of new technologies. Examines the strategic issues of the right focus for innovation, the appropriate modes of development, the timing of technological or market transitions, and the building of new core businesses. Covers the human and organizational aspects of the entrepreneurial process as well as the development of innovative products for new markets. Develops entrepreneurial skills in large, established companies.