

# BPS6385 - Entrepreneurial Business Strategies

[BPS 6385](#) Entrepreneurial Business Strategies (3 semester hours) This course is an advanced course in strategic management, with an emphasis on business strategies for entrepreneurial firms. Within this framework, the course addresses the most recent approaches and perspectives on strategies management in rapidly changing environments. Topics include the formulation and evaluation of strategy in emerging industries, strategies for market entry and competition against established incumbents, the role of technology standards, the technology adoption life cycle model, theories of disruptive innovation, and the use of creative imitation, speed and agility to prevail over established competitors. Prerequisites: [ENTP 6370](#) and [BPS 6310](#) or consent of instructor. (3-0) Y