

Your Guide to the

# M.S. in Entrepreneurship in Applied Technologies



**Ranked in the top 20 among graduate entrepreneurship public universities by *The Princeton Review* and *Entrepreneur Magazine*.**

**Leadership • Innovation • Creativity • Business Stewardship  
Sustainability • Technology Development • Venture Creation  
Invention • Global Competition • Opportunity Development**

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James "Jay" Nault '83/MBA '84**



**USF Muma**

**College of Business**

Nault Center for Entrepreneurship

UNIVERSITY of SOUTH FLORIDA

# Why a Master's Degree in Entrepreneurship in Applied Technologies?

People who dream of launching their own business or sharpening their entrepreneurial skills often have big ideas. But they need to know how to bring those ideas to market and to land the capital to finance the venture.

The MS in Entrepreneurship in Applied Technologies is a graduate program that includes coursework on new product and service creation, strategy, financing, opportunity identification, technology translation, and more — all with an emphasis on sustainability and social responsibility. For those who are already engaged in new product or service creation, the program provides the training, skills and knowledge effective leaders and innovators need.

The program isn't just for those who want to start a new business, however. For those who want to advance their career in an established business, the program fosters the kind of thinking that intrapreneurs — people who think like entrepreneurs but work for traditional businesses — need to thrive. Students leave with an innovator's mindset and know how to effectively communicate their ideas.

## About the Program

This 30 credit-hour, interdisciplinary program includes 15 credit hours of required core curricula to help students recognize and evaluate opportunities. Those courses include training in new venture creation, venture financing, technology and market assessment, technology commercialization, and interdisciplinary team leadership. Students also take 15 credit hours in elective courses. Electives vary based on the student's career goals and range from courses in global entrepreneurship to biotechnology to intellectual property.

The MS in Entrepreneurship in Applied Technologies may, with prior approval, be taken in conjunction with the MBA or other MS programs, allowing students to earn two degrees. Students frequently opt to pursue MS degrees in other colleges, particularly in areas such as engineering, biotechnology, and medicine, while earning the MS in Entrepreneurship in Applied Technologies.



“ The education I received in the MSEAT program at the Center for Entrepreneurship gave me the knowledge, ability, and confidence to start and lead successful businesses. The values inspired by the professors also ignited my passion to mentor and helping others start businesses of their own. ”

– Jennifer Sineway, Master of Science in Entrepreneurship and Applied Technologies Alumna (2011)

# Coursework

## Core Courses (6 Credit Hours)

Incoming students who do not have a business degree from an AACSB accredited institution will be required to complete the foundation courses listed below. Students with a business degree from an AACSB accredited institution may be waived after a review of prior coursework.

- ENT 6016 - New Venture Formation
- ENT 6116 - Business Plan Development

## Required Courses (9 Credit Hours)

- ENT 6126 - Strategies in Technology Entrepreneurship
- ENT 6186 - Strategic Market Assessment
- ENT 6415 - Venture Capital & Private Equity

## Elective Courses (15 Credit Hours)

- ENT 6506 - Social Entrepreneurship
- ENT 6606 - New Product Development
- ENT 6706 - Global Entrepreneurship
- ENT 6947 - Advanced Topics in Entrepreneurship
- ENT 6119 - Mergers & Acquisitions:  
An Entrepreneurship Perspective
- ENT 6312 - Intellectual Property
- ENT 6619 - Creativity & Design
- ENT 6930 - Exit Strategies (*during summer only*)
- ENT 6930 - Scaling New Ventures (*during summer only*)
- ENT 6930 - The New Space Economy
- ENT 6930 - Artificial Intelligence: Implications and  
Opportunities for Entrepreneurs
- ENT 6805 - Sustainable Entrepreneurship
- GMS 6069 - Translational Biotechnology
- GEB 6224 - Improvisation in Business Organizations

A nationwide survey funded by the Kauffman Foundation reveals that Millennials are enthusiastic about entrepreneurship: 54 percent of them either want to start a business or have already started one. And, according to rankings by *Entrepreneur Magazine* and the *Princeton Review*, USF is the best place in the Southeast U.S. to study entrepreneurship.

USF's graduate program has been included in the rankings of the nation's best entrepreneurship education programs for over fifteen consecutive years. USF was ranked No. 9 in the US by the *Princeton Review* in 2023 and 2024, and No. 1 in the Southeast. The *Princeton Review* surveyed more than 300 institutions to compile the rankings. Schools were evaluated based on key criteria in the areas of academics and requirements, students and faculty, and outside-the-classroom experiences.

More than 200 new ventures have been launched by graduates of USF's Nault Center for Entrepreneurship.

## Optional Graduate Certificate in Entrepreneurship (12 Credit Hours)

- ENT 6186 - Strategic Market Assessment
- ENT 6016 - New Venture Formation
- ENT 6116 - Business Plan Development
- ENT 6415 - Venture Capital & Private Equity in Entrepreneurship

## Optional Graduate Certificate in Life Science Entrepreneurship (15 Credit Hours)

- ENT 6126 - Strategies in Technology Entrepreneurship
- ENT 6116 - Business Plan Development
- ENT 6186 - Strategic Market Assessment
- QMB 6358 - Data Analytics for Business
- ISM 6419 - Data Visualization

## Optional Graduate Certificate in Creativity & Innovation (12 Credit Hours)

- ENT 6619 - Creativity and Design
- ENT 6606 - New Product Development
- ENT 6207 - Management Design Thinking
- ENT 6636 - Innovation and Dali



## Admission Requirements

- Bachelor's degree or equivalent from regionally accredited institution
- A "B" (3.0 on a 4.0 scale) average in all upper division work
- A graduate level test may be required on an individual basis. GMAT (score of 500 or higher), GRE, LCAT or MCAT may be substituted with appropriate score
- 2 letters of recommendation and a letter of interest (250 words)
- Résumé

## Financial Assistance

USF and the Muma College of Business offer a limited number of scholarships, graduate teaching assistantships, tutoring opportunities, and fellowships to students. Please visit the USF Financial Aid website at [usf.edu/financialaid](http://usf.edu/financialaid) for other sources of financial assistance.

## How to Apply

Applications are submitted online at [grad.usf.edu](http://grad.usf.edu) and are evaluated as they are received. Admissions decisions are usually made within four weeks. Non-USF transcripts must be submitted with application.

## Application Deadline

**Fall**  
Domestic: June 1

**Spring**  
Domestic: October 15

Please contact International Services at [global.usf.edu/is](http://global.usf.edu/is) for more information on international requirements.



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Our college is accredited by:



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