

ENTR 7336 Entrepreneurship Overview

Fall 2017

Description/Course Objectives:

The focus of this course is to help students understand the entrepreneurial process to include recognizing an idea/opportunity, fully developing the idea/opportunity, bringing it to market and providing an understanding of the process for growing a business.

This class will have a lot of free flowing discussion with Q/A encouraged. Discussions will center around:

- Understanding the entrepreneurial mindset
- Determining if an idea/opportunity is “great”
- Creating a business plan and model
- Identifying resources required to develop a business
- Learning the various methods of financing a new venture
- Recognizing the key factors that make a new venture a success

Instructor Bio:

Steve Wilbur is currently the President and Managing Partner of INTX Capital a Houston based, Private Equity firm. He believes successful companies have a focus on developing and nurturing great ideas, great leaders, and delivering “uniquely” to customers in the marketplace.

Mr. Wilbur’s previous business experience includes:

- Co-Founder and Managing Partner for Beacon Alliance - an Enterprise Risk Consulting firm that was purchased by a “Top 10” accounting firm.
- Co-Founder and Partner of Btek - an Information Technology (IT) firm recognized as the 2nd fastest growing firm, in its sector, in the United States.
- Interim CEO/CFO/COO for numerous corporations, in a variety of industries, where he assisted in restructuring or transforming the business.
- Captain in the U.S. Army where he specialized in Operational Planning and Finance.

Mr. Wilbur earned a Master’s in Business Administration (MBA) from the University of Houston and a Bachelor of Science in National Security/Public Affairs from the United States Military Academy at West Point.