

**Summer 2013
New Courses and Special Topics to Consider**

MK700 Corporate Immersion

Pre-requisite(s): Instructor Permission required. To be considered for course please submit resume to Professor Perry Lowe at plowe@bentley.edu.

Note: This course may be used as an MSMA elective and a Marketing Concentration elective in the MBA. It may also be used to serve as an MBA unrestricted elective or an outside elective for certain MS degree programs.

Summer Corporate Immersion Directed Study will work with Venture Capitalist Woody Benson'80 to see if Startup Company is viable. Conduct Proof of Concept Research. Develop new Business Models. Create Pitch Deck for potential investors. Prepare Term Sheet financial offer to Company.