ENTREPRENEURSHIP
CONCENTRATION

Concentration Coordinator: Jon York

The goal of the Entrepreneurship concentration is to empower the student to create economic and social value either for a startup or as part of a high-performing entrepreneurial team within an existing organization. A student in the Entrepreneurship concentration will acquire the tools, develop the skills, and cultivate the mindset of an entrepreneur. The Entrepreneurship concentration comprises a carefully-curated set of required and elective courses, leading to a hands-on, balanced and interdisciplinary approach to entrepreneurship that is applicable in for-profit and non-profit contexts; local and global settings; and service-, product-, or technology-based companies.

BUS 310  Introduction to Entrepreneurship  4
BUS 418  Listening to the Customer  4
BUS 436  Entrepreneurial Finance  4
BUS 488  Planning and Managing New Ventures  4
ITP 428  Commercialization of New Technologies  4

Approved Electives
Select from the following:  8

BUS 311  Managing Technology in the International Legal Environment
BUS 382  Organizations, People, and Technology
BUS 384  Human Resources Management
BUS 392  Business Application Development
BUS 451  New Product Development and Launch
BUS 477  Managing Change and Development
BUS 489  Negotiation
ECON 337  Money, Banking and Credit
ITP 302  Developing and Presenting New Enterprise Strategies
ITP 326  Product Design and Development
ITP 330  Packaging Fundamentals
ITP 406  Industrial Sales
ITP 467  Applied Business Operations

Advanced Topics in Entrepreneurship
BUS 470  Selected Advanced Topics
or ITP 470  Selected Advanced Topics

Total units  28