ENTREPRENEURSHIP CONCENTRATION

Concentration Coordinator: Lynn Metcalf

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 entrepreneurial leadership 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 347 Professional Selling Skills 4
or ITP 406 Professional Technical Selling
or ITP 428 Commercialization of New Technologies
BUS 418 Listening to the Customer 4
BUS 436 Entrepreneurial Finance 4
BUS 488 Building a Startup Skill Set 4

Approved Electives
Select from the following: 8

BUS 311 Managing Technology in the International Legal Environment
BUS 392 Business Application Development
BUS 408 Innovation and Entrepreneurship Through Disruptive Technologies
BUS 451 New Product Development and Launch
BUS/COMS 458 Solving Big World Challenges
BUS 470 Selected Advanced Topics
BUS 476 Leading Social Innovation in Organizations
BUS 487 Launching and Growing the Technology Start-Up
BUS 489 Negotiation
ITP 326 Product Design and Development
ITP 470 Selected Advanced Topics

Total units 28

1 If course is taken to meet a major or support requirement, it cannot be double-counted as an approved elective in the concentration.