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