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 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.