

# ENTREPRENEURSHIP CONCENTRATION

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Concentration Coordinator: Lynn Metcalf

The goal of the Entrepreneurship concentration is to empower students to create economic and social value either for a startup or as part of a high-performing entrepreneurial team within an existing organization. Students 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 330	Funding and Managing Startup Companies	4
BUS 418	Listening to the Customer	4
BUS 488	Building a Startup Skill Set	4
ITP 428	Commercialization of New Technologies	4
or ITP 406	Professional Technical Selling	
or BUS 347	Professional Selling Skills	

## 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 476	Leading Social Innovation in Organizations	
BUS 487	Launching and Growing the Technology Start-Up	
BUS 489	Negotiation	
ITP 326	Product Design and Development <sup>1</sup>	

**Total units** **28**

<sup>1</sup> If course is taken to meet a Major or Support requirement, it cannot be double-counted in the concentration.