Students will gain the foundational entrepreneurship and innovation skills necessary to create valuable solutions to pressing problems within any organizational setting. The topics covered in the Entrepreneurship Minor’s core courses include: application and theory of leadership, discovery of market opportunities, creation of new business opportunities, testing and validation of business models and venture concepts, intrapreneurship, and marketing. Students will also participate in highly experiential programs and activities offered by the Lassonde Entrepreneur Institute at the Lassonde Studios, which is one of the most innovative entrepreneurship spaces in the world.

This minor is only available to fully declared business majors. Students must be admitted to the David Eccles School of Business (Upper Division), then submit a Minor Application (eccles.link/major-minor-app).

### Core Courses

**First Semester Block (7 Credit Hours):**

- **ENTP 5765 - Leading the Entrepreneurial Firm**  
  Corequisite: ENTP 5770
  
  Topics include: how to build and lead an effective entrepreneurial team; self-evaluating strengths, weaknesses, and personality types; strategies for correcting team problems; evaluation methods for team members; and leadership strategies.

- **ENTP 5770 - Business Discovery & Creation**  
  Corequisite: ENTP 5765
  
  Topics include: theories of value; opportunities for entrepreneurial action; how to identify, design, enact, and interpret experiments that reveal an opportunity’s value; and gaining stakeholders’ support (including co-founders and resource providers).

- **ENTP 5771 - Business Model Innovation**
  
  Topics include: the links between entrepreneurship, innovation, and strategy; value creation; profit models; competitive advantages; common types of business models; and how to use business model innovation to reinvigorate established firms.
**ENTP 5772 - Entrepreneurial Marketing**  
Prerequisite: MKTG 3010 or 3011  
Topics include: developing an initial business concept (including market analysis and segmentation, customer research, and product evaluation), feasibility studies, and product and consumer research.

**ENTP 5775 - Intrapreneurship: Using Entrepreneurship Strategies in Large Firms**  
Students will be organized into small teams that have the responsibility for leading the market entry for an established company into a new marketplace. They must work within the cultural, structural, operational, and organizational constraints of their assigned companies to create and launch the strategic plan to bring a new product to market in a new market.

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**Elective Courses**

**Students must complete three (3) credits of electives.**

- STRAT 3450 - Intellectual Property
- STRAT 5750 - Profiles in Leadership
- ENTP 5773 - Forming & Funding the Entrepreneurial Venture
- ENTP 5760 - Management of Innovation
- ENTP 5774 - Funding the Social Enterprise
- ENTP 5800 - Entrepreneurship & Economic Development
- STRAT 5850 - Strategy & Technology
- ENTP 5850 - Student Venture Fund
- ENTP 5850 - Social Entrepreneurship & Impact Investing
- ENTP 5850 - Profiles in Entrepreneurship
- ENTP 5860 - Entrepreneur Studies
- ENTP 5880 - Daniels Fund Ethics Initiatives Entrepreneurship Internship
- ENTP 5910 - Foundry at Lassonde Entrepreneur Institute