

Starting Fall 2016

ENTREPRENEURSHIP MINOR

Overview

The purpose of the entrepreneurship minor's curriculum is to teach you the foundational entrepreneurship and innovation skills necessary to create valuable solutions to pressing problems within any organizational setting.

Core entrepreneurship 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.

You will participate in highly experiential programs and activities offered by the Lassonde Institute at the Lassonde Studios, which is one of the most innovative entrepreneurship spaces in the world.

Admission Requirements:

Students wishing to apply to the Entrepreneurship Minor must have upper division status in the School of Business and submit and Application for Minor Status in Entrepreneurship. <http://eccles.link/major-minor-app>



Entrepreneurship Minor Courses:

16 Total Required Course Hours

First Semester Block (7 Credit Hours):

- ENTP 5765 Leading the Entrepreneurial Firm (co-requisite) (1 credit)
- ENTP 5770 Business Discovery & Creation (co-requisite) (3 credits)
- ENTP 5771 Business Model Innovation (no prerequisite) (3 credits)

Additional Required Courses (6 Credit Hours)

Can be taken in any sequence after completing ENTP 5765 & ENTP 5770

- ENTP 5772 Entrepreneurial Marketing (3 credits)
- ENTP 5775 Intrapreneurship: Using Entrepreneurship Strategies in Large Firms (3 credits)

Elective (3 Credit Hours):

Select one of the following:

- 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



ENTREPRENEURSHIP MINOR

The entrepreneurship minor provides a strong foundation in skills needed to be innovative in any field and to apply the entrepreneurial mindset inside any established company. The minor complements every business discipline and allows students to pair the fundamentals of entrepreneurship with a major of their choosing. The entrepreneurship minor focuses heavily on intensive hands-on learning inside and outside the classroom. Students are able to participate in events that provide real-world contexts for their learning.

The faculty who teach in the entrepreneurship minor include highly accomplished researchers and successful serial entrepreneurs and intrapreneurs. Both can help you navigate the path toward entrepreneurship and starting your own ventures—helping turn failures into learning moments, and successes into careers. Companies ranging from the world's largest to new ventures actively seek to create and nurture the “entrepreneurial mindset” within their organizations. The ability to innovate—a key part of the entrepreneurial mindset - is a critical capability for successful firms. Innovation is a major area of emphasis in entrepreneurship minor courses.

As I've been in school I have heard constantly that 'critical thinking' skills are important to further develop. I feel that my experiences with the entrepreneurship program have strengthened my critical thinking skills. I am constantly challenged to ask 'Why?' and to take a closer look at the things around me I usually take for granted. The entrepreneurship program has also left with me a strong desire to be a lifelong learner, and I plan to keep learning as much as I can throughout my life. I don't see my graduation as the end of my studies.

~ Stuart Jardine, Entrepreneurship senior, Class of 2016

"The entrepreneurial skillset is essential to firms ranging from startup to established companies because constant innovation is necessary to succeed in any changing market. I am currently planning on working in startups because that is what I find exciting, but if that changes, I am confident the skills I have learned in the entrepreneurship program will allow me to contribute meaningfully to any business."

~ Emmaline Deiss, Entrepreneurship Honors senior, Class of 2016



"My study in Entrepreneurship has given me an unrelenting drive to create something new and valuable in the world. I am now undeterred by social reality and instead see social reality as a malleable medium used to cultivate change. Entrepreneurship taught me how to creatively solve problems using abstract thinking and how to go about validating a business model."

~ Danny McCormick, senior, class of 2016