

ENTREPRENEURSHIP MINOR

2018-2019 CATALOG YEAR

This minor is available to fully declared business majors. To apply, visit Eccles.Link/Minors. To schedule an appointment with an academic advisor, please stop by SFEEDB 1120, call 801.581.7853, or visit Eccles.Link/UAS-Appts. C- is the minimum grade for all required courses. Credit or no credit (CR/NC) is not an option.

CORE: 13 CREDITS

___ **ENTP 5765** – Leading the Entrepreneurial Firm

RECOMMENDED 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

RECOMMENDED 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: C- or better in 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

PREREQUISITE: Full minor status in Entrepreneurship

Topics include: adopting an entrepreneurial mindset that can operate within a larger organizational structure; leading the market entry for an established company into a new marketplace; and working within cultural, structural, operational, and organizational constraints.

ELECTIVE: 3 CREDITS

___ **3 credits of electives:**

ENTP 5760 – Management of Innovation

ENTP 5773 – Forming & Funding the Entrepreneurial Firm

PREREQUISITE: Full minor status in Entrepreneurship

ENTP 5774 – Funding the Social Enterprise

PREREQUISITE: Full minor status in Entrepreneurship

ENTP 5800 – Poverty Alleviation & Entrepreneurship

PREREQUISITE: Department consent

ENTP 5850 – Special Topics in Entrepreneurship

ENTP 5860 – Entrepreneur Studies

ENTP 5870 – The Foundry

ENTP 5880 – Daniels Fund Ethics Initiatives Entrepreneurship Internship

PREREQUISITES: 3.3+ GPA, C- or better in ENTP 5770, and full minor status in Entrepreneurship

Students are enrolled by application only.

STRAT 3450 – Intellectual Property: Copyright, Patent, & Trademark

STRAT 5850 – Special Topics in Strategy