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 SFEBB 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**