

ENTREPRENEURSHIP MAJOR

2019-2020 CATALOG YEAR

Prepare to recognize trends, identify emerging opportunities and pursue possibilities.

Admission to the Entrepreneurship Major is competitive. Please visit [Eccles.Link/ENTP-Admission](#) for information about admission criteria and policies.

In addition to completing the University of Utah's and David Eccles School of Business' core requirements, students seeking a Bachelor's Degree in Entrepreneurship must complete the following courses. Students can find full course descriptions and requisite details in the [general catalog](#) and on the [class schedule](#).

CORE: 19 CREDITS

___ **ENTP 5765** – Leading the Entrepreneurial Firm (1)

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 (3)

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 (3)

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 (3)

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 5776** – Entrepreneurial Analytics (3)

PREREQUISITE: full major status in Entrepreneurship

Topics include: testing business ideas, sizing markets, designing performance measures to improve ideation (including surveys) and interpreting different types of data.

___ **ENTP 5870** – The Foundry (3)

The Foundry is a business incubator for students. The interactive, experience-based curriculum provides students with the tools, concepts, and peer support system needed to develop and validate business concepts.

___ **Students must complete 1 of the following courses:**

ENTP 5773 – Forming & Funding the Entrepreneurial Firm (3)

PREREQUISITE: full major status in Entrepreneurship

ENTP 5774 – Funding the Social Enterprise (3)

PREREQUISITE: full major status in Entrepreneurship

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ELECTIVE: 3 CREDITS

____ **3 credits of electives:**

BUS 5880 – Business Student Intern Program (e.g. EDU-Turn Internship)

Students are enrolled by application only.

ENTP 4999 – Entrepreneurship Honors Thesis/Project

PREREQUISITES: Member of the Honors College and department consent

ENTP 5760 – Management of Innovation

ENTP 5800 – Poverty Alleviation & Entrepreneurship

PREREQUISITE: department consent

ENTP 5850 – Special Topics in Entrepreneurship

ENTP 5860 – Entrepreneur Studies

ENTP 5880 – Daniels Fund Ethics Initiatives Entrepreneurship Internship

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

Students are enrolled by application only.

STRAT 3450 – Intellectual Property: Copyright, Patent & Trademark

STRAT 5750 – Profiles of Leadership

Students are enrolled by application only.

STRAT 5850 – Special Topics in Strategy

GLOBAL PERSPECTIVES: 6 CREDITS

____ **ENTP 5777** – Global Challenges for the Entrepreneur

PREREQUISITE: full major status in Entrepreneurship

Topics include: identifying global opportunities for entrepreneurial businesses, identifying challenges associated with exploiting these opportunities, tools to address these challenges, global sourcing (including contracts, alliances, import restrictions and regulations, and global negotiations), how to identify potential markets, export restrictions, and building global teams.

____ **1 university-approved International (IR) course**