A startup is a young company founded by one or more entrepreneurs in order to develop a product or service and bring it to market. Startups can be technology-intensive with novel products or use existing technologies to create new variations or combinations. The entrepreneurial startups concentration is designed to prepare students from any background or area of study with the perspective, knowledge, and skills necessary to conceptualize, launch, manage, and grow a new business. It will also equip them with an understanding of the advantages and challenges of a startup they may work for. Students have an opportunity to learn to shape entrepreneurial opportunities, assess feasibility, raise funds, and develop other skills needed to open, manage, and grow a new business venture. Students are exposed to innovation, marketing, and business modeling as they work in interdisciplinary teams to develop business plans. This concentration seeks students with career aspirations that involve starting a new venture or working in a startup.

### Concentration Requirements

**CONCENTRATION IN ENTREPRENEURIAL STARTUPS**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR 2301</td>
<td>Innovation!</td>
<td>4</td>
</tr>
<tr>
<td>ENTR 4501</td>
<td>Advanced Studies in Entrepreneurial Startups</td>
<td>4</td>
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</tbody>
</table>

**Electives**

Complete two electives, one of which may come from the Additional Electives list: 8

- ENTR 2303 Marketing Strategies for Startups
- ENTR 3305 Business Model Innovation for Entrepreneurs
- ENTR 3330 Lean Design and Rapid Prototyping

**Additional Electives**

- ENTR 2206 Global Social Enterprise
- ENTR 2215 Understanding Family Enterprise
- ENTR 2304 Industry Disruption and Corporate Transformation
- ENTR 4983 Special Topics in Entrepreneurship
- FINA 4610 Entrepreneurial Finance, Innovation Valuation, and Private Equity
- MGMT 3302 Negotiating in Business

One course from an approved Dialogue may count toward an elective.