Entrepreneurship and Innovation

Website (http://www.damore-mckim.neu.edu)

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The Business Concentration in Entrepreneurship and Innovation offers a dynamic set of courses for students considering career paths as either entrepreneurs or corporate innovators. It is also a wonderful complement to finance, marketing, and other disciplines interested in learning and applying entrepreneurial thinking to business problems. Students who pursue the Business Concentration in Entrepreneurship and Innovation are able to also complement their studies with an off-campus program in San Francisco. This program leverages the strength of our campus network and builds on the university's existing brand in entrepreneurship, so students have an opportunity to build their own network of future entrepreneurs within San Francisco and Silicon Valley. In all these programs, the professors have been entrepreneurs and innovators throughout their careers. This makes the courses both cutting edge and real-world.

Even if you don't wish to start your own company, entrepreneurial thinking is an attribute greatly valued by employers across industry and around the world.

Concentration Requirements

CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR 1201</td>
<td>The Entrepreneurial Universe</td>
<td></td>
</tr>
<tr>
<td>ENTR 3308</td>
<td>Business Economic History of South Africa</td>
<td></td>
</tr>
<tr>
<td>ENTR 3338</td>
<td>Field Research in Sustainable Energy in Iceland</td>
<td></td>
</tr>
<tr>
<td>ENTR 4510</td>
<td>Management Consulting Abroad</td>
<td></td>
</tr>
<tr>
<td>ENTR 4514</td>
<td>Development Practice and Global Citizenship in India</td>
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</table>

Introductory Course

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ENTR 2301</td>
<td>Innovation!</td>
<td>4</td>
</tr>
<tr>
<td>or ENTR 2303</td>
<td>Marketing Strategies for Startups</td>
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Capstone Course

Complete one of the following: 4

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ENTR 4501</td>
<td>Advanced Studies in Entrepreneurial Startups</td>
</tr>
<tr>
<td>ENTR 4503</td>
<td>Advanced Studies in Family Business</td>
</tr>
<tr>
<td>ENTR 4505</td>
<td>Entrepreneurial Growth Strategy for Technology Ventures</td>
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</table>

Electives

Note: Only one non–ENTR course may be used as an elective.
Complete two of the following: 8

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ENTR 2206</td>
<td>Global Social Enterprise</td>
</tr>
<tr>
<td>ENTR 2215</td>
<td>Understanding Family Enterprise</td>
</tr>
<tr>
<td>ENTR 2301</td>
<td>Innovation! (if not used as introductory course)</td>
</tr>
<tr>
<td>ENTR 2303</td>
<td>Marketing Strategies for Startups (if not used for introductory course)</td>
</tr>
<tr>
<td>ENTR 2304</td>
<td>Industry Disruption and Corporate Transformation</td>
</tr>
<tr>
<td>ENTR 2414</td>
<td>Social Responsibility of Business in an Age of Inequality</td>
</tr>
<tr>
<td>ENTR 3212</td>
<td>Innovation for Social Change</td>
</tr>
<tr>
<td>ENTR 3217</td>
<td>Global Family Business Leadership</td>
</tr>
<tr>
<td>ENTR 3220</td>
<td>International Entrepreneurship and Innovation Consulting</td>
</tr>
<tr>
<td>ENTR 3305</td>
<td>Business Model Innovation for Entrepreneurs</td>
</tr>
<tr>
<td>ENTR 3306</td>
<td>Global Entrepreneurship</td>
</tr>
<tr>
<td>ENTR 3330</td>
<td>Lean Design and Rapid Prototyping</td>
</tr>
<tr>
<td>ENTR 3335</td>
<td>Product Innovation and Portfolio Management</td>
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<tr>
<td>ENTR 3401</td>
<td>Consulting Operations Growth in SMEs</td>
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<tr>
<td>ENTR 3403</td>
<td>Managing Operations in a Technology-Based Startup Firm</td>
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<tr>
<td>ENTR 3520</td>
<td>Impact Investing and Social Finance</td>
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<tr>
<td>ENTR 4225</td>
<td>Growth, Acquisitions, and Alliances</td>
</tr>
<tr>
<td>ENTR 4512</td>
<td>Social Entrepreneurship and Sustainable Development in India</td>
</tr>
<tr>
<td>FINA 4610</td>
<td>Entrepreneurial Finance, Innovation Valuation, and Private Equity</td>
</tr>
<tr>
<td>MGMT 3302</td>
<td>Negotiating in Business</td>
</tr>
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