

# Entrepreneurial Startups

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

Code	Title	Hours
<b>Required Courses</b>		
INNO 2301	Innovation!	4
ENTR 4501	Integrated Studies in Entrepreneurial Startups	4
<b>Electives</b>		
Complete two electives, one of which may come from the Additional Electives list:		8
ENTR 2303	Marketing Strategies for Startups	
ENTR 3305	Business Model Design and Innovation	
ENTR 3330	Design Thinking for Startups	
<i>Additional Electives</i>		
ENTR 2215	Understanding Family Enterprise	
ENTR 3217	Global Family Business Leadership	
ENTR 4414	Bridging Conflict, Creating Diversity	
ENTR 4505	Entrepreneurial Venture Growth Strategies	
ENTR 4983	Special Topics in Entrepreneurship	
FINA 4610	Entrepreneurial Finance and Private Equity	
INNO 2206	Global Social Enterprise	
INNO 2304	Industry Disruption and Corporate Transformation	
INNO 2414	Social Responsibility of Business in an Age of Inequality	
MGMT 3302	Negotiating in Business	
One course from an approved Dialogue may count toward an elective.		