

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
Required Courses		
INNO 2301	Innovation!	4
ENTR 4501	Integrated Studies in Entrepreneurial Startups	4
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 Design and Innovation	
ENTR 3330	Design Thinking for Startups	
<i>Additional Electives</i>		
ENTR 2215	Understanding Family Enterprise	
ENTR 2225	Examining Family Business Dynamics Through Film	
ENTR 3217	Global Family Business Leadership	
ENTR 3304	Entrepreneurship and Innovation Law	
ENTR 3401	Consulting Operations and Growth in Small and Medium Enterprises	
ENTR 4414	Bridging Conflict, Creating Diversity	
ENTR 4983	Special Topics in Entrepreneurship	
ENTR 5000	New Venture Development	
FINA 4610	Entrepreneurial Finance and Private Equity	
INNO 2206	Global Social Enterprise	
INNO 2304	Industry Disruption and Corporate Transformation	
INNO 2414	The Social Impact of Business	
INNO 3303	Digital Platform Strategies and Data-Driven Business Models	
INNO 3309	Funding and Measuring Social Impact	
INNO 3335	Product Innovation and Portfolio Management	
INNO 4225	Growth, Acquisitions, and Alliances	
INNO 4983	Special Topics in Innovation	

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