Starting Fall 2016

ENTREPRENEURSHIP MAJOR

Overview
The purpose of the entrepreneurship major is to prepare students to create their own opportunities through our top-ranked entrepreneurship curriculum. This major will teach students to discover and create opportunities, and pursue them through the creation of new products and services. Students will develop the diverse range of foundational skills necessary for them to become effective entrepreneurs.

Students will participate in highly experiential programs and activities offered by the Lassonde Institute at the Lassonde Studios, which is one of the most innovative entrepreneurship spaces in the world.

Admission Requirements:
Students wishing to apply to the Entrepreneurship Major should submit an Application for Major Status in Entrepreneurship. Eccles.link/major-minor-app

Students that apply to the major will be automatically accepted to the program by meeting the requirements of ONE of the following tracks:

Track # 1
- B+ or higher in ENTP 5765, Leading the Entrepreneurial Firm
- B+ or higher in ENTP 5770, Business Discovery and Creation
- B+ or higher in MKGT 3010, Principles of Marketing
- Minimum U of U GPA of 3.3
- Upper division business status

Track # 2
- B- or higher in FINAN 3040, Financial Management
- B- or higher in MKGT 3010, Principles of Marketing
- Minimum U of U GPA of 3.3
- Upper division business status

Entrepreneurship Major Courses
26 Total Credit Hours of Required Courses

First Semester Block (7 Credit Hours)
ENTP 5765 Leading the Entrepreneurial Firm (co-requisite) (1 credit)
ENTP 5770 Business Discovery & Creation (co-requisite) (3 credits)
ENTP 5771 Business Model Innovation (no prerequisite) (3 credits)

Additional Required Courses (10 Credit Hours)
Can be taken in any sequence after completion of ENTP 5765 & ENTP 5770
ENTP 5772 Entrepreneurial Marketing (3 credits)
ENTP 5773 Forming and Funding the Entrepreneurial Firm (3 credit hours) OR
ENTP 5774 Funding the Social Enterprise (3 credits)
ENTP 5776 Entrepreneurial Analytics (3 credits)
ENTP 5910 uSpark Foundry (1 credit)

Elective (3 Credit Hours)
Select one of the following:
STRAT 3450 Intellectual Property
STRAT 5750 Profiles in Leadership
ENTP 5760 Management of Innovation
ENTP 5775 Intrapreneurship:
  Using Entrepreneurship Strategies in Large Firms
ENTP 5800 Entrepreneurship and Economic Development
STRAT 5850 Strategy & Technology
ENTP 5850 Student Venture Fund
ENTP 5850 Social Entrepreneurship & Impact Investing
ENTP 5850 Profiles in Entrepreneurship
ENTP 5860 Entrepreneur Studies
ENTP 5880 Daniels Fund Ethics Initiatives
ENTP 5880 Entrepreneurship Internship

University International Requirements (6 Credit Hours)
Global Perspectives I: ENTP 5777 Global Challenges for the Entrepreneur (3 credits)
Global Perspectives II: any IR course (3 credits)
Suggested Course of Study
(currently in a table form)

3rd Year
Fall
- ENTP 5765 – Leading the Entrepreneurial Firm
- ENTP 5770 – Business Discovery & Creation
- ENTP 5771 – Business Model Innovation

Spring
- ENTP 5772 – Entrepreneurial Marketing
- ENTP 5773 – Forming & Funding the Entrepreneurial Firm
  OR
- ENTP 5774 – Funding the Social Enterprise

4th Year
Fall
- ENTP 5777 – Global Challenges for the Entrepreneur
- ENTP 5860 – Entrepreneur Studies
  OR
- ENTP 5910 – uSpark Foundry

Spring
- ENTP Elective
- ENTP 5776 – Entrepreneurial Analytics

The entrepreneurship major opens the doors to creating your own business. Classes begin with ideation, and progress through business model innovation, forming and funding the start up venture, marketing, and international challenges and opportunities for the entrepreneur. Students use intensive, hands-on learning techniques to acquire all of the skills they need to build their dream companies. Professors work with students both in classes and through the Foundry at the Lassonde Entrepreneur Institute to help students start their dream companies while they still attend school.

The faculty who teach in the entrepreneurship major include highly accomplished researchers, and successful serial entrepreneurs. Both will help you navigate the path toward entrepreneurship — helping turn failures into learning moments and successes into careers.

Through programs such as Get Seeded and Bench-2-Bedside, students can pitch their business and product ideas and earn capital to get started or to take their businesses to the next step. The Eccles School and the University of Utah take no ownership of the businesses students create while in school. Professors are here to help you create and launch your own business into the marketplace with the most successful product or service possible.

Students who have pursued entrepreneurship at the Eccles School have gone on to collectively earn millions of dollars in venture capital and market successful products and companies locally and around the world.

I truly like the idea of working for myself. I feel like everyone will agree with that statement, but few really mean it. I get bored easily. The longest I’ve held a job was for nine months, not because I get fired, but because I feel like I’m not learning enough and move on to do other things. Entrepreneurship provides an outlet for creativity, setting your own hours, and a real sense of satisfaction when things go well.

~ Alex DeCapri, entrepreneurship senior, Class of 2017