Entrepreneurship

**Starting Fall of 2016, the program requirements will be different; only utilize this information if admitted to the major Summer of 2016 or earlier.**

Overview

The undergraduate entrepreneurship major prepares students to follow trends, identify emerging opportunities, and pursue those possibilities through the creation of new products and services and/or with the creation of one’s own company. Students with an interest in entrepreneurship have the opportunity to hone their skills in business plan competitions and programs offered by the Pierre Lassonde Entrepreneur Institute, or to immerse themselves in the Foundry – our pre-seed business incubator program.

Entrepreneurship Major Courses

The entrepreneurship major consists of four defined major sequence courses, one entrepreneurship elective requirement (see options below), one Global Perspectives I course, which must be taken within the School of Business; and one Global Perspectives II course, which will also satisfy the university International Requirement (IR).

Required courses include:

**ENTP 5000 – Fundamentals of Entrepreneurship**

_**(Fall, Spring or Summer)**_

The purpose of this class is to examine entrepreneurship and the various ways in which it shapes the lives of individuals. This investigation occurs on three levels. First, students take a high-level conceptual look at entrepreneurship as a phenomenon and learn what it is, why it exists, and how it influences the fabric of everyday life. Second, instructors take a hands-on approach that is focused on teaching students to think like an entrepreneur. Lastly, since entrepreneurship is a team sport, instructor’s help students develop the networking skills they need to assemble a team, and the managerial skills needed to create and launch a business.

**FINAN 5300 – New Venture Finance**

_**(Spring Only)**_

This course will cover topics involved with raising capital for new and growing businesses. Topics include venture capital, private placements, initial public offerings (IPOs), mezzanine debt, preferred stock, warrants, and other forms of new venture financing.

**ENTP 5770 – Business Discovery**

_**(Spring Only)**_

The objective of this class is to lead each student, either individually or as a member of a team, through the practical experience of creating and rigorously testing the viability of a proposed business. The course begins with a review of different business models — ways of doing business — and then challenges each student to develop a viable business concept. A hands-on, team-based approach in which proposed ideas are refined, tested, and refined over successive stages is employed. Students often go on to further refine and test their ideas in the Foundry. Students also often compete in business plan competitions or engage in other activities sponsored by the Lassonde Institute.

**MKTG 4700 – Entrepreneurial Marketing**

_**(Spring Only)**_

The objective of this class is to prepare the student to successfully market new products and services. Students will be expected to learn the elements of the marketing plan, and to be able to craft an effective marketing plan for a variety of types of products and services. This class takes a hands-on approach, team-based approach, in which you are expected to design the studies and conduct the research needed to support a given plan. The class concludes with a presentation of your marketing plan to the class and invited professionals.

Upper Division Entrepreneurship Elective Options:

*Note: Elective offerings vary from year to year and are concentrated in fall and spring semesters. The semesters indicated below are subject to change. For this reason, a planning session with an advisor is recommended upon admission to the major.*

- **ACCTG 5310 – Taxation** *(Fall, Spring, or Summer)*
- **ACCTG 5610 – Financial Reporting** *(Fall only)*
- **ACCTG 5620 – Financial Statement Analysis** *(Spring only)*
- **FINAN 5881 – Managing the Venture Process** *\( ^*\)
- **MKTG 4720 – Personal Selling** *(Fall only)*
- **ENTP 4560 – Small Business Management** *(suggested)*
- **STRAT 5750 – Profiles of Leadership** *(Fall or Spring)*
- **MGT 5850 – Special Topics: Profiles of Entrepreneurship** *(variable offerings)*
- **ENTP 5760 – Management of Innovation** *(variable offerings)*
- **MGT 5850 – Special Topics: Management of Innovation** *(variable offerings)*

*If MGT 5850 taken for 1.5 credits, another 1.5 credits will need to be taken to satisfy a Management major elective course*

*Reserved for students selected to be associates or interns in the University Venture Fund. For more information, please email tom@uventurefund.com. C- requisite: FINAN 4211*

Entrepreneurship Major Application

Students interested in applying for the Entrepreneurship major will do so after being admitted to upper division and completing ECON 2010, MGT 3680, and MGT 3810 (or WRTG 3016 if taken prior to Fall 2012 (CW)) with a ‘B-’ or higher in all admission courses.
Course Sequencing

Below are two suggested sequences of entrepreneurship courses once a student has been admitted to the entrepreneurship program. Individual schedules may vary based on previous coursework.

Four-semester course sequence

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
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</thead>
<tbody>
<tr>
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<td>MKTG 4700 - Entrepreneurial Marketing</td>
<td>ENTR Upper Division Elective (from approved list on page 1)</td>
<td>Global Perspectives II/ University International Requirement – (any University IR) see approved list on the “Class Schedule” for the respective semester</td>
</tr>
<tr>
<td>Global Perspectives I</td>
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Three-semester course sequence

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Student Organizations and Opportunities

Case Competition Club is open to both undergraduate and graduate students. The club fields teams for prestigious case competitions all over the US, and hosts competitions on campus. In case competitions, DESB students have the opportunity put themselves into real world business situations, compete with students from other universities, and network with business professionals. The case competition is a great learning experience that hones students’ analytical and presentation skills, and lets DESB students apply a wide variety of business concepts. Student teams prep for competitions with the help of dedicated faculty members from all the DESB departments as well as students from previous years’ competitions. Faculty Adviser – Asst. Professor Bonita Austin

David Eccles School of Business Daniels Ethics Case Competition is a case competition solely for DESB undergraduate students. The competition encourages students to consider how businesses can act ethically despite having to operate with scarce resources. In the DESB Daniels Ethics competition, student teams face challenging ethical dilemmas and determine how managers can address these dilemmas while upholding their personal and company values. Student teams are encouraged to take advantage of faculty and peer coaching on ethical frameworks, ethical decision-making, and case analysis. The competition judges are business professionals. Faculty Adviser – Asst. Professor Bonita Austin

Society for Human Resource Managers (SHRM) University of Utah Chapter is part of the world’s largest association devoted to human resource management. SHRM has more than 250,000 members in over 140 countries and 450 student chapters on university campuses. SHRM gives students an opportunity to meet regularly with local human resource professionals, learn about current industry issues and best practices, and network within the HR community. In addition to hosting guest speakers, chapters organize company tours, student conferences, workshops, and social events.

Pierre Lassonde Entrepreneur Institute provides real world business experience to help young entrepreneurs understand and assume the risks of business ownership and management. Through this educational process, the Lassonde Institute hopes to inspire entrepreneurs to continue their education not only today but continually so they may be better prepared for tomorrow’s market. Student competitions run by the Lassonde Institute include: Utah Entrepreneur Challenge, which inspires competitors from across Utah to write a full business plan for a chance to win $40,000; Opportunity Quest, a business summary competition for students across the state in which winners advance to the Utah Entrepreneur Challenge; and TechTitans, an idea competition for students from all disciplines. More information on the Lassonde Institute is available at: http://www.lassonde.utah.edu.

The Foundry is a community of like-minded students who want to launch a business and learn leadership skills that will last a lifetime. The Foundry offers an entrepreneurial practicum, providing hands-on business training by bringing entrepreneurs’ creative business ideas to reality, as well as providing a peer-reviewed forum for students, who give one another feedback and assistance through the trials of a start-up company. More information about The Foundry is available at: http://www.business.utah.edu/the-foundry.

University Venture Fund is the largest student-run private equity fund in the United States. It is an independent venture capital firm committed to improving the quality of entrepreneurial education for a diverse group of students at its participating universities. The fund is a collaborative effort among students, universities, and the professional investment community. Students raise capital, perform due diligence on venture capital opportunities, and make investments. Each year UVF hosts the University Private Equity Summit where business students from around North America gather to share best practices and learn from investment industry professionals. More information can be found online at: www.uventurefund.com.

Career Services

Success on the job market requires early preparation; therefore students should begin investing in career skills as early as the freshman year. The Undergraduate Career Management Center (801-587-8687) assist students in understanding vocational options, finding internships, and preparing for a successful career.

Internships for Major Credit

The management internship allows declared management students the opportunity to learn new skills and gain career experience. Before students apply to the internship, they must complete MGT 3680 and confirm a GPA ≥ 3.3. Students who meet these requirements and are interested in completing an internship for course credit should contact the Undergraduate Career Management Center at 801-587-8687.

Graduate Study in Business

There are a variety of graduate degree options for management majors in the David Eccles School of Business. The most closely related advanced degree is the Master of Business Administration. Other graduate degree programs include the Master of Accounting, Master of Science in Finance, Master of Information Systems, and Master of Real Estate Development. For more information about graduate programs in the Eccles School call Graduate Admissions at (801) 581-7785 or e-mail mastersinfo@business.utah.edu