

2023-24 CATALOG YEAR

# ENTREPRENEURSHIP

## MAJOR

Prepare to recognize trends, identify emerging opportunities, and pursue possibilities.

**Admission to the Entrepreneur major is competitive. Please visit [Eccles.link/ENTP-Admission](https://eccles.link/ENTP-Admission) for information about admission criteria and policies.**

In addition to completing the University of Utah's and David Eccles School of Business's Core requirements, students seeking a Bachelor's Degree in Entrepreneurship must complete the following courses.

Students can find full course descriptions and requisite details in the general catalog at [catalog.utah.edu](https://catalog.utah.edu) and on the class schedule.

Visit [Eccles.link/BCore](https://eccles.link/BCore) to see what core you have been assigned and make an appointment with your academic advisor at [Eccles.link/youradvisor](https://eccles.link/youradvisor) to confirm your path to graduation.

### CORE: 9 CREDITS

		CLASS	PREREQUISITES
	3	<b>ENTP 5770 – Business Discovery &amp; Creation</b> This course should be completed first in the major sequence.	Intermediate status or Full Major status in the David Eccles School of Business OR Minor status in Entrepreneurship OR Certificate of Entrepreneurship OR Full Major status in Quantitative Analysis of Markets & Organizations OR Instructor Consent.
	3	<b>ENTP 5771 – Business Model Innovation</b> Offered Fall Semester only.	Full Major or Minor status in Entrepreneurship OR Full Major status in Quantitative Analysis of Markets & Organizations OR Instructor Consent.

	CLASS	PREREQUISITES
3	<b>ENTP 5870 – The Foundry</b> This is a capstone course to be completed in a student's final semester.  Offered Spring Semester only. Students planning Fall graduation must take the course in the prior Spring Semester.	Full Major status in the David Eccles School of Business or Minor status in Entrepreneurship OR Full Major status in Quantitative Analysis of Markets & Organizations) OR Instructor Consent.

**ELECTIVES:** 15 CREDITS (Total, comprised of courses from three cluster areas.)

## MARKETING CLUSTER

Students must take at least 1, but up to 2 courses from the Marketing Cluster (3-6 credits)

	CLASS	PREREQUISITES
3	<b>MKTG 4700 or ENTP 5772 – Entrepreneurial Marketing</b> Courses are cross-listed and are the same class; students may take either	MKTG 4700: C- or better in BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011. ENTP 5772: Full Major status in Entrepreneurship OR Full Major status in Quantitative Analysis of Markets & Organizations OR Instructor Consent.
3	<b>MKTG 4310 – Digital Marketing &amp; Analytics</b>	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011)
3	<b>MKTG 4450 – Marketing Research</b>	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011)
3	<b>MKTG 4500 – Introduction to Advertising</b>	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011)
3	<b>MKTG 4720 – Personal Selling</b>	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011)

		CLASS	PREREQUISITES
	3	<b>MKTG 4730 – Advanced Professional Selling &amp; Business Development</b> Offered Fall Semester only.	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011) AND B- or better in MKTG 4720
	3	<b>MKTG 4750 – Marketing to Organizations</b> Offered Fall Semester only.	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011)
	3	<b>MKTG 4770 – Consumer Insights &amp; Analytics</b> Offered infrequently.	C- or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011)

## MANAGEMENT CLUSTER

Students must take at least 1, but up to 2 courses from the Management Cluster (3-6 credits). Additional management courses may be approved at the request of the ENS Department

		CLASS	PREREQUISITES
	3	<b>MGT 5500 – Managing &amp; Leading in Organizations</b>	C- or better in (MGT 3000 OR MGT 3680 OR MGT 3681 OR BCOR 3030)
	3	<b>MGT 5600 – Business Ethics</b>	C- or better in (MGT 3000 OR MGT 3680 OR MGT 3681 OR BCOR 3030)
	3	<b>MGT 3600 – Leading High-Performance Groups &amp; Teams</b>	C- or better in (MGT 3000 OR MGT 3680 OR MGT 3681 OR BCOR 3030)
	3	<b>MGT 4860 – Managing Organizational Conflict</b>	C- or better in (MGT 3000 OR MGT 3680 OR MGT 3681 OR BCOR 3030)
	3	<b>MGT 5510 – Principles of Human Resource Management</b> Offered infrequently.	Full Major or Minor status in the David Eccles School of Business
	3	<b>MGT 3750 – Managing Diversity in Organizations</b>	Full Major or Minor status in the David Eccles School of Business

		CLASS	PREREQUISITES
	3	<b>MGT 4810 – Advanced Professional Communication</b> Offered infrequently.	Full Major or Minor status in the David Eccles School of Business AND (B- or better in MGT 3810 OR MGT 3815)

## ENTREPRENEURSHIP & STRATEGY CLUSTER

Students must take at least 2, but up to 3 courses from the Entrepreneurship & Strategy Cluster (6-9 credits).

		CLASS	PREREQUISITES
	3	<b>ENTP 2030 – Social Entrepreneurship &amp; Innovation</b>	Intermediate status OR Full Major status in the David Eccles School of Business OR Minor status in Entrepreneurship OR Certificate of Entrepreneurship OR Certificate of Music Entrepreneurship OR Instructor Consent.
	3	<b>ENTP 4560 – Small Business Management</b> Offered Spring Semester only.	Intermediate Status OR Full Major status in the David Eccles School of Business or Minor status in Entrepreneurship OR Instructor Consent.
	1.5-3	<b>ENTP 4999 – Entrepreneurship Honors Thesis</b>	Member of Honors College AND (Intermediate status or Full Major status in the David Eccles School of Business) AND David Eccles School of Business advisor consent OR Instructor Consent.
	3	<b>ENTP 5760 – Management of Innovation</b> Offered infrequently.	C- or better in STRAT 3700 AND (Intermediate Status or Full Major status in the David Eccles School of Business) OR Minor in Entrepreneurship OR Instructor Consent.
	1	<b>ENTP 5765 – Leading the Entrepreneurial Firm</b> Offered Fall Semester only.	Full Major or Minor status in Entrepreneurship OR Instructor Consent.

		CLASS	PREREQUISITES
	3	<b>ENTP 5773 – Forming &amp; Funding the Entrepreneurial Firm</b>	Full Major or Minor status in Entrepreneurship OR Full Major status in Quantitative Analysis of Markets & Organizations OR Instructor Consent.
	3	<b>ENTP 5774 – Funding the Social Enterprise</b>	Full Major or Minor status in Entrepreneurship OR Instructor Consent.
	3	<b>ENTP 5776 – Entrepreneurial Analytics</b>	Full Major or Minor status in Entrepreneurship OR Full Major status in Quantitative Analysis of Markets & Organizations OR Instructor Consent.
	3	<b>ENTP 5777 – Global Ventures</b>	Intermediate status OR Full Major status in the David Eccles School of Business OR Minor status in Entrepreneurship OR Instructor Consent.
	3	<b>ENTP 5800 – Poverty Alleviation &amp; Entrepreneurship</b>	Instructor Consent
	1-5	<b>ENTP 5850 – Special Topics in Entrepreneurship</b>	Instructor Consent
	1.5-3	<b>ENTP 5860 – Entrepreneur Studies</b>	Instructor Consent
	3	<b>ENTP/STRAT 5880 – Daniels Fund Ethics Initiative Entrepreneurship Internship</b>	Full Major or Minor status in Entrepreneurship AND C- or better in (ENTP 5770 OR ENTP 5000) AND GPA 3.3 or higher AND Instructor Consent.
	3	<b>STRAT 3450 – Intellectual Property: Copyright, Patent, &amp; Trademark</b> Offered infrequently.	Intermediate status OR Full Major status in the David Eccles School of Business OR Minor status in Entrepreneurship OR Instructor Consent.
	1-3	<b>STRAT 3800 – Goff Explorers</b>	Instructor Consent

		CLASS	PREREQUISITES
	3	<b>STRAT 4100 – Employment Law</b> Offered Fall Semester only.	Intermediate status OR Full Major status in the David Eccles School of Business OR Minor status in Entrepreneurship OR Instructor Consent.
	3	<b>STRAT 5600 – Innovating Legal Services</b> Offered Fall Semester only.	Instructor Consent
	3	<b>STRAT 5610 – UX4 Justice</b> Offered Fall Semester only.	Instructor Consent
	3	<b>STRAT 5620 – Legal Innovation for Policy Advocates</b> Offered infrequently.	Instructor Consent
	3	<b>STRAT 5750 – Profiles of Leadership</b>	Department Consent
	3	<b>STRAT 5800 – Strategic Leadership: Goff Trailblazers</b>	Instructor Consent
	3	<b>STRAT 5820 – Strategic Leadership: Goff Scholars</b>	Instructor Consent
	1-5	<b>STRAT 5850 – Special Topics in Strategy</b>	Full Major or Minor status in Entrepreneurship OR Instructor Consent.
	.5-6	<b>BUS 5880 – Business Student Internship</b>	Full Major status in Entrepreneurship AND C- or better in (ENTP 5000 OR ENTP 5770 or ENTP 5777) AND GPA 3.3 or higher AND Instructor Consent.

## ADDITIONAL APPROVED CLASSES

Students may take one of these approved courses to count within the Entrepreneurship & Strategy Cluster.

		CLASS	PREREQUISITES
	3	<b>FINAN 5300 – New Venture Finance</b>	C- or better in BCOR 3020 AND BCOR 3010 AND Full Major or Minor status in the David Eccles School of Business.
	3	<b>OSC 5100 – Operations Management</b>	Full major or minor status in the David Eccles School of Business.

		CLASS	PREREQUISITES
	3	<b>OSC 5000 – Project &amp; Process Management</b>	C- or better in (BCOR 3050 OR OSC 5100) AND Full Major status in the David Eccles School of Business
	3	<b>OSC 5660 – Operations Strategy</b>	C- or better in (BCOR 3050 OR OSC 5100) AND Full Major status in the David Eccles School of Business
	3	<b>IS 4410 – Information Systems</b>	C- or better in BCOR 2020 AND Full Major status in the David Eccles School of Business

### **GLOBAL PERSPECTIVES: 3 CREDITS**

If none of these courses are available, then students may take any University designated IR course.

		CLASS	PREREQUISITES
	3	<b>MKTG 4840-International Marketing</b>	C- or better in (BCOR 3040 or MKTG 3010/3011) AND Full Major status in the David Eccles School of Business
	3	<b>MGT 4900-International Management</b>	Full Major status in the David Eccles School of Business
	3	<b>OSC 5620-Global Supply Chain Management</b>	C- or better in (BCOR 3050 or OSC 5100) AND Full Major status in the David Eccles School of Business