

MANAGEMENT: ENTREPRENEURSHIP TRACK

Students in the Management: Entrepreneurship track develop the knowledge needed to compete in the entrepreneurial eco-system. They learn macro entrepreneurial concepts related to history, creativity, idea development, and the pathways to entrepreneurship. Students take on micro entrepreneurial concepts and apply this knowledge to develop an entrepreneurial toolkit of skills related to strategy, organization, marketing, financial acumen, and leadership. The curriculum includes a variety of specialized electives and culminates with a capstone course where students create, develop, and pitch their own entrepreneurial venture paving the way for them to hit the ground running as entrepreneurs.

Management: Entrepreneurship Track requirements: 18 credits

Code	Title	Credits
ENT 311	Innovation and Creativity	3
ENT 411	The Entrepreneurial Toolkit	3
ENT 473	Venture Creation and Development	3
Select one of the following ENT courses:		3
ENT 366	Entrepreneurship Internship	
ENT 451	Vocation of the Business Leader	
ENT 475	Entrepreneurship Incubator	
ENT 492	Practicum in International Development	
ENT 551	Sustainable Enterprise and Social Entrepreneurship	
ENT 555	Renewable Energy Strategy	
Or select any three additional credits in ENT at the 300 level or above.		
Select one of the following MKT courses:		3
MKT 333	Consumer and Market Behavior	
MKT 335	Sales Management	
MKT 343	Marketing Research	
MKT 363	Global Marketing	
Or select any three credits in MKT at 300 level or above (except MKT 319).		
Elective		3
Additional three credits from any department in the University chosen in consultation with an ENT faculty member and approved by Department Chair.		
Total Credits		18