

# Entrepreneurship

## 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 Center, 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:**

**MGT 3700/5000 – Fundamentals of Entrepreneurship** 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, instructors help students develop the networking skills they need to assemble a team, and the managerial skills needed to create and launch a business. *(MGT 3700 Typically offered: Spring/Fall - subject to change) - (MGT 5000 offered every semester)*

**FINAN 5300 – New Venture Finance** 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. *(Typically offered: Spring/Fall - subject to change)*

**MGT 5770 – Business Discovery** The objective of this course is to lead each student, either individually or as the member of a team, through the practical experience of constructing a business plan. In this course, students produce a business plan suitable for launching a company. A hands-on, team-based approach, in which business ideas are proposed, tested, and refined over successive stages, is employed. Business plan presentation strategies and skills are also addressed. *(Typically offered: Spring/Fall - subject to change)*

**MKTG 4700 – Entrepreneurial Marketing** This course examines process of crafting the initial business concept to include market analysis and segmentation, customer research, product evaluation and development of a business concept. Students conduct feasibility studies as well as product and consumer research. *(Typically offered: Spring - subject to change)*

## Upper Division Entrepreneurship Elective Options:

*Please 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 Entrepreneurship major.*

ACCTG 5310 – Taxation	<i>(All semesters)</i>
ACCTG 5350 – Taxes and Management Decisions	<i>(All semesters)</i>
ACCTG 5610 – Financial Reporting	<i>(Fall)</i>
ACCTG 5620 – Financial Statement Analysis	<i>(Spring)</i>
FINAN 5881 – Managing the Venture Process (Honors students only)	<i>(Spring/Fall)</i>
MKTG 4720 – Personal Selling	<i>(Fall)</i>
MGT 4560 – Small Business Management <i>(suggested)</i>	<i>(Spring/Fall)</i>
MGT 5750 – Profiles of Leadership	<i>(Spring/Fall)</i>
MGT 5850 – Special Topics: Profiles of Entrepreneurship	<i>(Spring)</i>
MGT 5850 – Special Topics: Management of Innovation	<i>(Fall)</i>

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

## 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 either MGT 3810 or WRTG 3016 (CW). The admission committee considers the grades earned in these courses when reviewing student applications. Major applications can be found on the main School of Business website: [www.business.utah.edu](http://www.business.utah.edu) via “Undergraduate” -> “Advising” -> “Forms” -> “Application for Major Status in Entrepreneurship” *(Major application details are subject to change).*

## 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

Semester 1	Semester 2	Semester 3	Semester 4
<b>MGT 3700</b> – Entrepreneurship (Sp/Fall) or <b>MGT 5000</b> (Sp/Su/Fall) <b>MGT 5770</b> – Business Discovery (Sp/Fall)	<b>MKTG 4700</b> - Entrepreneurial Mktg (Sp) <b>FINAN 5300</b> - New Venture Finance (Sp/Fall)	<b>ENTR Upper Division Elective</b> (from approved list on page 1) <b>Global Perspectives I</b> One from the following: <i>BUS 2900, ACCTG 5140, FINAN 4550, MKTG 4840, MGT 3430, MGT 4900, OIS 5620</i>	<b>Global Perspectives II/ University International Requirement</b> – (any University IR) see approved list on the “Class Schedule” for the respective semester

### Three-semester course sequence

Semester 1	Semester 2	Semester 3
<b>MGT 3700</b> – Entrepreneurship (Sp/Fall) or <b>MGT 5000</b> (Sp/Su/Fall) <b>MGT 5770</b> – Business Discovery (Sp/Fall)	<b>MKTG 4700</b> - Entrepreneurial Mktg (Sp) <b>FINAN 5300</b> - New Venture Finance (Sp/Fall) <b>ENTR Upper Division Elective</b> (from approved list on page 1)	<b>Global Perspectives I</b> One from the following: <i>BUS 2900, ACCTG 5140, FINAN 4550, MKTG 4840, MGT 3430, MGT 4900, OIS 5620</i> <b>Global Perspectives II/ University IR course</b> – (any University IR) see approved list on the “Class Schedule” for the respective semester

## Student Organizations and Opportunities

**Pierre Lassonde Entrepreneur Center** provides real world business experience to help young entrepreneurs understand and assume the risks of business ownership and management. Through this education process, the Lassonde Center 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 Center 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 Center 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 University Private Equity Summit where business students from around North America gather to share best practices and learn from investment industry professionals. More information and applications can be found online at: [www.uventurefund.com](http://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. Campus Career Services (801-581-6186) and the Business Career Management Center (801-581-3061) assist students in understanding vocational options, finding internships, and preparing for a successful career. Stan Inman in Campus Career Services works closely with entrepreneurship majors.

**Graduate Study in Business** - There are a variety of graduate degree options for Entrepreneurship majors in the David Eccles School of Business including the Master of Business Administration. For more information about graduate programs in the Eccles School call Graduate Admissions at (801) 581-7785 or e-mail [mastersinfo@business.utah.edu](mailto:mastersinfo@business.utah.edu)