Undergraduate Major
Bachelor of Science, Entrepreneurship & Technology Innovation

The Entrepreneurship & Technology Innovation major aims to empower students by providing them with the knowledge, skills and connections to launch a startup, foster innovation for an established company or develop sustainable solutions to important social problems. Entrepreneurship & Technology Innovation majors learn how to recognize opportunity, generate ideas, validate business models, influence others, bring innovative technologies to market, and launch and grow new ventures. Major requirements include the completion of immersive, experiential learning capstone courses. Freshman admission into the major is limited and internal transfer is competitive.

UNIVERSITY & OTHER REQUIREMENTS
72

English, First Year Experience, Discovery Learning, Multicultural, University Breadth, Math, Legal, Communication, Computing/Programming, Economics, Business Core and International

ENTREPRENEURSHIP CORE
6

CAPSTONE EXPERIENCE
6

ENTREPRENEURSHIP ELECTIVES
9

TECHNICAL COMPETENCY
15

FREE ELECTIVES
12

CREDITS TOTAL A MINIMUM OF
120
ENTREPRENEURSHIP CORE 6
ENTR 350 Introduction to Entrepreneurship
ENTR 351 Entrepreneurial Marketing

CAPSTONE EXPERIENCE 6
ENTR 455 Startup eXperience I
ENTR 456 Startup eXperience II

ENTREPRENEURSHIP ELECTIVES 9
Choose one of the following:
ENTR 353 Entrepreneurial Apprentice: Leadership & Influence
ENTR 364 Entrepreneurship in Practice: Internship
ENTR 450 Business Accelerator for Entrepreneurial Ventures
ENTR 458 Application Development for New Technology

Plus choose any two of the following:
BUAD 302 Marketing Research
BUAD 346 Analysis of Operations Problems
BUAD 444 Entrepreneurship and Small Business Management
BUAD 446 Operations Planning and Control^
BUAD 447 Quality Management^
BUAD 470 Sales Management and Selling
BUAD 479 Marketing Strategy^
ELEG 458 Advanced Mobile Services: From Technology to Commercialization^
ENTR 420 Social Entrepreneurship
ENTR 451 Special Topics in Entrepreneurship
ENTR 460 High Technology Entrepreneurship
FINC 419 Financial Modeling and Valuation^
FREC 316 Economics of Biotechnology and New Technologies
HRIM 314 Hospitality Entrepreneurship and Value Creation
LEAD 300 Leadership, Creativity, and Innovation^

^Designates courses with prerequisites that extend beyond courses required for the major. Please consult course listings in the academic catalog for details.

TECHNICAL COMPETENCY 15
Complete a minimum of five courses to establish competency in a well-defined technical area. For example, a computer science competency might include CISC 220, CISC 275, CISC 304, CISC 320, and CISC 360; a psychology competency might include PSYC 100, PSYC 207, PSYC 209, PSYC 303, and PSYC 340; and a materials science competency might include CHEM 103, PHYS 207, MSEG 302, MSEG 410, and MSEG 441.