

## Curriculum

In addition to completing the University of Utah's and Eccles School's **core requirements**, students seeking a Bachelor's Degree in Entrepreneurship must complete the following courses. (Students seeking an Honors Bachelor's Degree in Entrepreneurship must complete the major's **honors requirements**, as well). Students can find full course descriptions and requisite details on the University of Utah's **General Catalog** and **class schedule**.

## Core Courses

### ■ ENTP 5765 - Leading the Entrepreneurial Firm

*Corequisite: ENTP 5770*

*Topics include: how to build and lead an effective entrepreneurial team; self-evaluating strengths, weaknesses, and personality types; strategies for correcting team problems; evaluation methods for team members; and leadership strategies.*

### ■ ENTP 5770 - Business Discovery & Creation

*Corequisite: ENTP 5765*

*Topics include: theories of value; opportunities for entrepreneurial action; how to identify, design, enact, and interpret experiments that reveal an opportunity's value; and gaining stakeholders' support (including co-founders and resource providers).*

### ■ ENTP 5771 - Business Model Innovation

*Topics include: the links between entrepreneurship, innovation, and strategy; value creation; profit models; competitive advantages; common types of business models; and how to use business model innovation to reinvigorate established firms.*

### ■ ENTP 5772 - Entrepreneurial Marketing

*Prerequisite: MKTG 3010 or 3011*

*Topics include: developing an initial business concept (including market analysis and segmentation, customer research, and product evaluation), feasibility studies, and product and consumer research.*

### ■ Students must complete one (1) of the following courses:

■ ENTP 5773 - Forming & Funding the Entrepreneurial Firm

■ ENTP 5774 - Funding the Social Enterprise

### ■ ENTP 5776 - Entrepreneurial Analytics

*Topics include: testing business ideas, sizing markets, designing performance measures to improve ideation (including surveys), and interpreting different types of data.*

## Core Courses (continued)

### ■ ENTP 5910 - Foundry at Lasonde Studios

The Foundry is a program at the Lasonde Studios that helps students learn the key skills in management, leadership, and productivity to build and run businesses and creative projects.

## Elective Courses

**Students must complete three (3) credits of electives.**

- ENTP 4999 - Entrepreneurship Honors Thesis/Project
- ENTP 5760 - Management of Innovation
- ENTP 5775 - Intrapreneurship: Using Entrepreneurship Strategies in Large Firms
- ENTP 5800 - Entrepreneurship & Economic Development
- ENTP 5850 - Special Topics Entrepreneurship
- ENTP 5860 - Entrepreneur Studies
- ENTP 5880 - Daniels Fund Ethics Initiatives Entrepreneurship Internship
- STRAT 3450 - Intellectual Property
- STRAT 5750 - Profiles of Leadership
- STRAT 5850 - Special Topics Strategy

## Global Perspectives Courses

### ■ ENTP 5777 - Global Challenges for the Entrepreneur

*Topics include: identifying global opportunities for entrepreneurial businesses, identifying challenges associated with exploiting these opportunities, tools to address these challenges, global sourcing (including contracts, alliances, import restrictions and regulations, and global negotiations), how to identify potential markets, export restrictions, and building global teams.*

- **Students must complete a university-approved International (IR) course.**

## Program of Study

The University of Utah's General Catalog includes a [sample four-year degree plan](#) for the Entrepreneurship major. Students can customize this plan, using the [Degree Plan](#) feature in [My Degree Dashboard](#). In addition to utilizing these tools, the Eccles School encourages students to work closely with their [academic advisor](#). Advising will ensure proper course sequencing, while also creating a personalized academic road-map.