Admission to the Entrepreneurship major is competitive. Please visit 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’ 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 and on the class schedule.

Visit Eccles.Link/BCore to see what core you have been assigned and make an appointment with your academic advisor to confirm your path to graduation.

CORE: 19 CREDITS

- **ENTP 5765** – Leading the Entrepreneurial Firm (1)
  RECOMMENDED CO-REQUISITE: ENTP 5770
  Topics include: how to build and lead an elective 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 (3)
  RECOMMENDED CO-REQUISITE: 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 (3)
  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 (3)
  PREREQUISITE: C- or better in 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.

- **ENTP 5776** – Entrepreneurial Analytics (3)
  PREREQUISITE: full major status in Entrepreneurship
  Topics include: testing business ideas, sizing markets, designing performance measures to improve ideation (including surveys) and interpreting different types of data.

- **ENTP 5870** – The Foundry (3)
  The Foundry is a business incubator for students. The interactive, experience-based curriculum provides students with the tools, concepts, and peer support system needed to develop and validate business concepts.

CONTINUED ON NEXT PAGE...
CORE CONT’D
 Students must complete 1 of the following courses:
  - ENTP 5773 – Forming & Funding the Entrepreneurial Firm (3)
    PREREQUISITE: full major status in Entrepreneurship
  - ENTP 5774 – Funding the Social Enterprise (3)
    PREREQUISITE: full major status in Entrepreneurship

ELECTIVES: 3 CREDITS
 3 credits of electives
  - BUS 5880 – Business Student Intern Program (e.g. EDU-Turn Internship)
    Students are enrolled by application only.
  - ENTP 4999 – Entrepreneurship Honors Thesis/Project
    PREREQUISITIRES: Member of the Honors College and department consent
  - ENTP 5760 – Management of Innovation
  - ENTP 5800 – Poverty Alleviation & Entrepreneurship
    PREREQUISITE: department consent
  - ENTP 5850 – Special Topics in Entrepreneurship
  - ENTP 5860 – Entrepreneur Studies
  - ENTP 5880 – Daniels Fund Ethics Initiatives Entrepreneurship Internship
    PREREQUISITES: 3.3+ GPA, C- or better in ENTP 5770, and full major status in Entrepreneurship
    Students are enrolled by application only.
  - STRAT 3450 – Intellectual Property: Copyright, Patent & Trademark
  - STRAT 5750 – Profiles of Leadership
    Students are enrolled by application only.
  - STRAT 5850 – Special Topics in Strategy

GLOBAL PERSPECTIVES: 6 CREDITS
 ENTP 5777 – Global Challenges for the Entrepreneur
  PREREQUISITE: full major status in Entrepreneurship
  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.

 1 University-Approved International (IR) course