

# ENTREPRENEURSHIP AND INNOVATION, CONCENTRATION

---

The entrepreneurship and innovation curriculum is designed to educate students in the business start-up process and to apply innovative thinking and problem-solving in their chosen organizations, small or large, for-profit or non-profit, or in the public or private sectors.

## Learning Objectives for the Entrepreneurship and Innovation Concentration

Upon completion of a concentration in entrepreneurship and innovation, students will be able to the following:

- Explain the concepts and methods associated with innovation, entrepreneurship, and small business.
- Analyze markets and assess the potential of opportunities prior to developing the business plan.
- Demonstrate an understanding of the importance of creativity and innovation in the entrepreneurship process in a variety of organizational settings.
- Prepare a business plan and demonstrate knowledge of how to start and manage their own business.
- Analyze risk and uncertainty and understand how to reduce these factors in new ventures.

## Concentration Requirements

The following courses are required for the entrepreneurship and innovation concentration:

Code	Title	Hours
BU 343	Entrepreneurship, Creativity, and Innovation	3
BU 369	Entrepreneurial Marketing	3
BU 370	Entrepreneurship Clinic	3
BU 389	Entrepreneurial Finance - Small Business	3
Graded upper-division elective hours in accounting, business, business data analytics, or economics		12
<b>Total Hours</b>		<b>24</b>