Entrepreneurship Concentration for Business Majors

The entrepreneurship concentration prepares students for careers in entrepreneurially driven firms. Examples include new and rapidly growing firms, technology-oriented firms, and family businesses. Special attention is given to venture creation, the unique problems encountered by firms that are growing, and the way sound business principles and strategies can be adapted to fit this environment.

Concentration: Entrepreneurship

Code	Title	Credits
MGMT 335	Launching New Ventures	4
ACTG 340	Accounting for Entrepreneurs	4
MKTG 445	Entrepreneurial Marketing	4
MGMT 455	Implementing Entrepreneurial Strategies	4
Total Credits		**16**