

Entrepreneurship

The Entrepreneurship emphasis provides students with the essential knowledge, skills, and mindset required to excel in the dynamic realm of entrepreneurship. Embedded within the broader business administration curriculum, this specialized emphasis cultivates innovation, creativity, and strategic thinking, preparing students for entrepreneurial ventures or leadership positions within established organizations. Through a blend of rigorous academic coursework, hands-on experiential learning opportunities, and guidance from industry experts, students gain a thorough comprehension of the entrepreneurial journey from conceptualization to implementation. Foundational courses in entrepreneurship explore key areas including identifying opportunities, developing business models, conducting feasibility analyses, devising financing strategies, and fostering venture growth. This emphasis establishes a robust framework for aspiring entrepreneurs and individuals aiming to effect significant change in the business landscape.

Minor

Code	Title	Credits
Supporting Courses		3
ENTRP 272	Introduction to Entrepreneurship	
Upper-Level Courses		15
Required:		
ENTRP 373	Entrepreneurial Finance	
ENTRP 481	Small Business Management & Family Entrepreneurship	
ENTRP 486	Design Thinking and Developing Business Models	
ENTRP 491	Advanced Entrepreneurial Marketing	
Elective (Choose one):		
ENTRP 488	Minimum Viable Product and New Product Development	
ENTRP 492	Social Entrepreneurship	
Total Credits		18

Faculty

Gaurav Bansal; Professor; Ph.D., University of Wisconsin - Milwaukee*

Bardia Batala; Assistant Professor; Ph.D., Oklahoma State University

Ranga Parthasarathy; Assistant Professor; Ph.D., DePaul University*

Hyeinsik Shin; Assistant Professor; Ph.D., Fox School of Business, Temple University*

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