Undergraduate Curriculum in Innovation and Entrepreneurship

Innovation is the engine that drives our global economy, accounting for more than 80 percent of net new job creation in the developed economies. The global “innovation economy” of the future will require all of the traditional skills, such as accounting, finance, marketing and engineering, but the most exciting opportunities will involve individuals and teams that can manage the process of innovation to create exceptional value for their customers and their companies.

The Naveen Jindal School of Management offers 10 courses in innovation and entrepreneurship at the undergraduate level. Students receive a solid foundation in the management disciplines essential to innovation with specific focus on the tools, techniques and skills required to develop and lead product, service and business model innovation. The curriculum structure is illustrated in the figure below:

Both the concentration and the minor in innovation and entrepreneurship introduce students to the processes of innovation and entrepreneurship, including opportunity identification and evaluation, financing, strategy, marketing, corporate innovation and small business management. Emphasizing technological innovation in both large and small organizations, this multidisciplinary sequence of courses seeks to prepare students for successful careers either as principals or key functional managers in emerging growth firms, or as leaders of technological innovation in established firms.

**Concentration within the Business Administration Majors** (24 hours)

Students enrolled in the bachelor of science in business administration degree (BSBA) may elect the concentration in innovation and entrepreneurship. ENTP 3301 Entrepreneurship is included in the basic business core of the BSBA. Concentration requirements include:

**Innovation and Entrepreneurship Concentration Core** (four courses selected from among the following):

- ENTP 3301 Entrepreneurship (*required*)
- ENTP 3360 (FIN 3360) Entrepreneurial Finance (*required*)
- ENTP 4311 Entrepreneurial Strategy and Business Models (*required*)
- ENTP 4320 Small Business Management (offered spring 2014), or
- ENTP 4350 Corporate Entrepreneurship (offered fall 2013)
Innovation and Entrepreneurship Electives (four courses selected from among the following - at least three hours must have an ENTP prefix):

• Any of the ENTP core courses listed above not previously taken
• ENTP 3320/ENTP 3321 Startup Launch I/II
• ENTP 4340 Social Entrepreneurship
• ENTP 4360 Innovation and Creativity (offered spring 2014)
• ENTP 4V90 Internship in Innovation and Entrepreneurship

Other Permitted Electives

• MKT 3330 Personal Sales and Sales Management
• MKT 3340 Market Research
• MKT 4330 Digital and Internet Marketing
• IMS 4310 Export Market Development (or) IMS 4320 International Marketing

Another upper level course may be substituted for the non-ENTP courses listed above with advance permission.

Minor in Innovation and Entrepreneurship (18 hours)

Any undergraduate student may elect to enroll in the 18 hour minor in innovation and entrepreneurship. The minor requirements include:

General Business Requirements (the two courses listed below):

• MKT 3300 Principles of Marketing
• ENTP 3301 Entrepreneurship

Innovation and Entrepreneurship Concentration Core (three courses selected from among the following):

• ENTP 3360 (FIN 3360) Entrepreneurial Finance
• ENTP 4311 Entrepreneurial Strategy and Business Models
• ENTP 4320 Small Business Management (offered spring 2014), or
• ENTP 4350 Corporate Entrepreneurship (offered fall 2013)

Innovation and Entrepreneurship Electives (one course selected from among the following):

• Any of the ENTP core courses listed above not previously taken
• ENTP 3320/ENTP 3321 Startup Launch I/II
• ENTP 4340 Social Entrepreneurship
• ENTP 4360 Innovation and Creativity (offered spring 2014)
• ENTP 4V90 Innovation and Entrepreneurship Internship

Electives in Innovation and Entrepreneurship

Many of the courses offered in innovation and entrepreneurship may be taken without prerequisites. It is not necessary to declare a concentration in innovation and entrepreneurship to enroll in any of the courses offered in the curriculum.