Enterprise Development and Entrepreneurship, Minor

This minor can be completed by students in any discipline who want to develop a business. Students minoring in Enterprise Development and Entrepreneurship will be exposed to and practice the skills needed by entrepreneurs to start and develop a business or grow the business of another entrepreneur. Courses focus on skill development and competencies in areas including ideation, creative problem solving, ethics, corporate innovation, feasibility analysis, scaling a business, new venture financing, financial analysis, communicating business solutions to various stakeholders, and building effective startup teams.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		**18**
Discipline Core Requirements		**12 Credits**
ENTR 2500	Creativity and Entrepreneurial Thinking SS	3
ENTR 3170	Entrepreneurship - Feasibility Analysis	3
ENTR 3180	Entrepreneurship - Launching a New Venture - For Non-Business Majors	3
or ENTR 4450	Entrepreneurship - Enterprise Formation	
ENTR 4400	New Venture Financing	3
Elective Requirements		**6 Credits**
Choose 6 credits from the following:		6
AET 2010 & AET 2015	Manufacturing Technology and Manufacturing Technology Lab (3)	
COMM 3140	Social Media Content Creation Strategy (3)	
COMM 3410	Fundamentals of Mediation and Negotiation (3)	
CS 1400	Fundamentals of Programming (3)	
DGM 1110	Digital Media Essentials I (4)	
DWDD 1430	Principles of Digital Design (3)	
DWDD 2520	Digital Product Experiences I (3)	
ENTR 3220	Entrepreneurship Law (3)	
ENTR 4200	Innovative Opportunity Development (3)	
ENTR 4300	The Art of the Pitch (3)	
ENTR 4455	New Venture Consulting (3)	
FIN 3410	Introduction to Venture Capital Skills (3)	
FIN 342R	Wolverine Fund (undefined)	
MGMT 2400	Data Analytics for Business (3)	
MGMT 332G	Cross Cultural Communications for International Business GI (3)	
MKTG 3170	Digital Advertising (3)	
MKTG 3600	Principles of Marketing (3)	

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/ or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (http://www.uvu.edu/wolverinetrack/).

First Year		
Semester 1		**Credit Hours**
ENTR 2500	Creativity and Entrepreneurial Thinking SS	3
	Credit Hours	**3**
Semester 2		
ENTR 3170	Entrepreneurship - Feasibility Analysis	3
	Credit Hours	**3**

Second Year		
Semester 1		
Entrepreneurship Elective		3
	Credit Hours	**3**
Semester 2		
Entrepreneurship Elective		3
	Credit Hours	**3**
Third Year		
Semester 1		
ENTR 4400	New Venture Financing	3
	Credit Hours	**3**
Semester 2		
ENTR 3180	Entrepreneurship - Launching a New Venture - For Non-Business Majors	3
or ENTR 4450	or Entrepreneurship - Enterprise Formation	
	Credit Hours	**3**
	Total Credit Hours	**18**

Program Learning Outcomes

1. Use design-thinking methodology to ideate better business opportunitites.
2. Develop iterative prototypes of potential new products or services.
3. Ethically evaluate the feasibility of business ideas and potential solutions.
4. Develop the financial, human, and capital resources needed for a venture startup.