ENTREPRENEURSHIP CONCENTRATION

Concentration Overview
Selecting a concentration in entrepreneurship provides students with a mindset and professional training to identify new business opportunities and the ability to implement them - either within existing companies or as startups. Focused academic coursework in combination with the many hands-on learning programs and activities offered through the Lundquist Center for Entrepreneurship, the LCE facilitates interacts with successful business executives, entrepreneurs, and startup companies in the local business community and beyond: https://business.uoregon.edu/centers/lce

Advising Notes
Students are strongly advised to begin the entrepreneurship sequence as early in their junior year as possible. Students must plan accordingly with respect to completing all prerequisites and schedule completion of the capstone MGMT 455 course before graduation. ACTG 340, MKTG 445, and MGMT 335 must be taken prior to enrolling in MGMT 455, which is the concentration’s capstone course.

Concentration Requirements

<table>
<thead>
<tr>
<th>Course Title (Credit Hours)</th>
<th>Course</th>
<th>Pre-requisites</th>
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<tbody>
<tr>
<td>Launching New Ventures (4)</td>
<td>MGMT 335</td>
<td>Major status and MGMT 321</td>
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<td>Accounting for Entrepreneurs (4)</td>
<td>ACTG 340</td>
<td>Major status</td>
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<tr>
<td>Entrepreneurial Marketing (4)</td>
<td>MKTG 445</td>
<td>Major status and MKTG 311</td>
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<tr>
<td>Implementing Entrepreneurial Strategies (4)</td>
<td>MGMT 455</td>
<td>MGMT 335, ACTG 340, and MKTG 445</td>
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2015-16 Course Offering Schedule

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<tr>
<th>Course</th>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
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<td>MGMT 335</td>
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Recommended Course Sequence
ACTG 340, MKTG 445, and MGMT 335 must be taken prior to MGMT 455, which is the capstone course for this concentration.
Concentration Course Descriptions

Management 335 Launching New Ventures
Skills, behaviors, and knowledge necessary for creating and growing new ventures. Evaluating opportunities, developing growth strategies, obtaining venture financing, intellectual property, and building a management team. Prereq: major status and MGMT 321

Accounting 340 Accounting for Entrepreneurs
Sources and of cash in the context of start-up and small firms. Emphasis on cash generated by operations and used for operations and growth. Secondary emphasis on external sources of cash. Prereq: major status

Marketing 445 Entrepreneurial Marketing
Techniques for analyzing and developing new markets. Pricing, communicating, and distributing new products or services with limited resources. Developing marketing plans for new ventures. Prereq: major status and MKTG 311.

Management 455 Implementing Entre. Strategies
Capstone course developing the skills needed to create, launch and grow innovative new ventures – either as start-ups or within established businesses. Pre-requisites: MGMT 335, ACTG 340, and MKTG 445.

Recommended Business Electives
MGMT 415 (Human Resource Management)
MGMT 417 (Negotiation & Conflict Resolution)
MKTG 420 (Marketing Communications)
OBA 488 (E-Business)

Recommended non-Business electives
Advertising
Public Relations
Computers & Information Systems
Communication Studies

Advising
Hours
Monday-Friday
8:00 a.m.-5:00 p.m.
Website
http://business.uoregon.edu/
Location
203 Peterson
Lillis Business Complex
Contact
541-346-3303

Professional Activities

Recommended Reading
- Wall Street Journal
- Business Week
- Forbes
- Inc.
- Fast Company
- Entrepreneur
- Vibe
- Wired

Campus Opportunities
- E-Club (open to PBA students)
- Lundquist Center for Entrepreneurship Speakers and Programs
- Warsaw SBUS Club
- Sustainable Bus. Group
- Women In Business
- The Finance Club
- UO Toastmasters
- UO Investment Group

Off-campus Opportunities
- Venture Quest (business plan competition)
- Oregon Entrepreneurship Network Activities
- Direct Marketing Education Associations
- Job Shadow Program
business.uoregon.edu/JSPstudents

Careers
- New Venture Founder
- CEO/General Manager
- Investment Manager
- Small Business
- Owner/Manager
- Franchiser/Franchisee
- Project/Product Manager
- Innovation Management
- Business Development
- Sales & Marketing
- Professional Business Services provider

Key Contact
Nathan Lillegard, Center Program Manager
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https://business.uoregon.edu/ug/concentrations
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