



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. In addition to the focused academic coursework, the Lundquist College of Business offers hands-on learning programs and activities through the Lundquist Center for Entrepreneurship (LCE). The LCE facilitates interactions with successful business executives, entrepreneurs, and startup companies in the local business community and beyond. For more information, please visit: business.uoregon.edu/centers/lce

Advising Notes

Students are strongly advised to begin the entrepreneurship sequence as early in their junior year as possible, beginning with MGMT 335. 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. **MGMT 410 “Lean Launchpad” and MGMT 410 “Technology and Innovation Management” are additional electives recommended for Entrepreneurship concentrators. These courses may count toward the concentration in the future, but have not yet been fully approved. Check with an advisor for more information.**

Concentration Requirements

Course Title (Credit Hours)	Course	Pre-requisites
<ul style="list-style-type: none"> Launching New Ventures (4) 	MGMT 335	BA 101 and junior status
<ul style="list-style-type: none"> Accounting for Entrepreneurs (4) 	ACTG 340	MGMT 335 or ACTG 211
<ul style="list-style-type: none"> Entrepreneurial Marketing (4) 	MKTG 445	MKTG 311
<ul style="list-style-type: none"> Implementing Entrepreneurial Strategies (4) 	MGMT 455	MGMT 335, ACTG 340 and MKTG 445

2021-2022 Course Offering Schedule

Fall	Winter	Spring	Summer
MGMT 335 (3)	MGMT 335 (3)	MGMT 335 (3)	MGMT 335 (1)
ACTG 340 (1)	ACTG 340 (1)	ACTG 340 (2)	ACTG 340 (1)
MKTG 445 (2)	MKTG 445 (2)	MKTG 445 (1)	
		MGMT 455 (1)	
MGMT 410 (Lean LaunchPad)	MGMT 410 (Tech and Innov)	MGMT 410 (Tech and Innov)	

Recommended Course Sequence

MGMT 335 is the gateway course for the concentration and must be taken first. ACTG 340, MKTG 445 and MGMT 335 must be taken prior to MGMT 455, which is the capstone course for the concentration. (Students can complete Entrepreneurship as a second concentration by adding just 1 additional class to their upper division electives. Talk to an advisor to learn more.)

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: BA 101 and Junior standing

Accounting 340 Accounting for Entrepreneurs

Sources 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: MGMT 335 or ACTG 211

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: 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. Prereq: MGMT 335, ACTG 340 and MKTG 445

Recommended Business Electives

MGMT 410 Lean Launchpad

MGMT 410 Technology & Innovation Mgmt

MGMT 417 Negotiation Strategies

MKTG 390 Marketing Research

Recommended non-Business electives

Advertising

Public Relations

Digital Arts: AAD 434, AAD 435

Computer & Information Science

Communication Studies

Product Design: PD 101, PD 223

Advising

Location

203 Peterson

Lillis Business Complex

Hours

Monday-Friday

8:00 a.m.-5:00 p.m.

Contact

541-346-3303

Website

business.uoregon.edu

Professional Activities

Recommended Reading

- Wall Street Journal
- Business Week
- Forbes
- Inc.
- Fast Company
- Entrepreneur Inc.
- TechCrunch
- Wired
- Marketplace

Campus Opportunities

- Entrepreneurship Club
- Lundquist Center for Entrepreneurship Speakers and Programs
- Women In Business
- UO Toastmasters
- UO Investment Group
- Net Impact
- UO Sales Club
- Music Industry Collective
- UO TAMID Chapter
- Oregon Consulting Group (OCG)

Off-campus Opportunities

- Regional Accelerator and Innovation Network (RAIN)
- Technology Association of Oregon
- Oregon Entrepreneurship Network

Careers

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

Key Contact

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