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

<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>BA 101 and junior status</td>
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<tr>
<td>Accounting for Entrepreneurs (4)</td>
<td>ACTG 340</td>
<td>MGMT 335</td>
</tr>
<tr>
<td>Entrepreneurial Marketing (4)</td>
<td>MKTG 445</td>
<td>MGMT 335 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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2018-19 Course Offering Schedule

<table>
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<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
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<tbody>
<tr>
<td>MGMT 335</td>
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<tr>
<td>ACTG 340</td>
<td>ACTG 340</td>
<td>ACTG 340</td>
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<tr>
<td>MKTG 445</td>
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<td>MKTG 445</td>
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| MGMT 455 | MGMT 410 (Tech and Innovation) | MGMT 410 (Lean Launch Pad) |

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.)

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### 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

**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 and MGMT 335

**Management 455 Implementing Entre. Strategies**  
Capstone course developing the skills needed to create, launch and grow innovative new ventures – either as startups 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 & Conflict Resolution
- MKTG 390 Marketing Research
- OBA 488 E-Business

### 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

<table>
<thead>
<tr>
<th>Location</th>
<th>Hours</th>
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<tbody>
<tr>
<td>203 Peterson Lillis Business Complex</td>
<td>Monday-Friday 8:00 a.m.-5:00 p.m.</td>
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**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
- UO Job Shadow Program

### 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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