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. 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>
</tr>
</thead>
<tbody>
<tr>
<td>Launching New Ventures (4)</td>
<td>MGMT 335</td>
<td>Major status and MGMT 321</td>
</tr>
<tr>
<td>Accounting for Entrepreneurs (4)</td>
<td>ACTG 340</td>
<td>Major status</td>
</tr>
<tr>
<td>Entrepreneurial Marketing (4)</td>
<td>MKTG 445</td>
<td>Major status and MKTG 311</td>
</tr>
<tr>
<td>Implementing Entrepreneurial Strategies (4)</td>
<td>MGMT 455</td>
<td>MGMT 335, ACTG 340, and MKTG 445</td>
</tr>
</tbody>
</table>

2017-18 Course Offering Schedule

<table>
<thead>
<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 335 (2)</td>
<td>MGMT 335 (2)</td>
<td>MGMT 335</td>
</tr>
<tr>
<td>ACTG 340</td>
<td>ACTG 340 (2)</td>
<td>ACTG 340 (2)</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>MKTG 445</td>
<td>MKTG 445</td>
</tr>
</tbody>
</table>

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. (Students can complete a second concentration in Entrepreneurship by adding just 1 additional class to their upper division electives. Talk to an advisor to learn more.)

business.uoregon.edu/ug/concentrations  Revised March 2017 for use during the 2017-18 academic year
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 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. Prereq: 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
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
• 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

Kate Harmon
Undergraduate Program Manager
Lundquist Center for Entrepreneurship
Business Innovation Institute
(541) 346-4476
345A Lillis
kharmonz@uoregon.edu