

Entrepreneurship Specialization

A specialization in entrepreneurship provides students with vital knowledge and understanding of how to analyze the changing competitive landscape faced by organizations, the leadership skills to develop and implement action plans to provide organizations with a competitive advantage, the skills to recognize and develop new business opportunities, and the managerial skills necessary to successfully deal with the challenges of innovation, manage a diverse workforce and navigate the political landscape within a firm.

Entrepreneurship Specialization: Overview

The internal and external environment of firms is changing in dramatic ways. The management challenges are exciting and endless. Globalization is a reality, technological change is sweeping over all sectors of the world economy, industries are consolidating, new industries are forming, organizational learning is imperative, a great deal of business development is occurring through alliances and acquisitions, workforce diversity is increasing, teams are critical to organizational success, and with the assistance of technology and movement toward a global workforce, the very nature of work in firms is changing. All of these challenges require strong management skills to navigate the changing competitive landscape and chart new ways to continually add value. Entrepreneurship is an exciting field; and one where a great deal of new knowledge is continually developed.

A specialization in entrepreneurship is an ideal choice for students who wish to launch their careers in consulting or new business creation, or who simply want to catapult their career to the next level.

Some of the exciting ventures started by Carlson students and alums include:

- Customs Made
- Fulton Beer
- GeneralBlood
- Naiku
- ShedBed
- Snake Oil
- Zipnosis

Recommended Courses: Entrepreneurship Management

It is recommended that 12 elective credits be completed for a specialization in Entrepreneurship. Students interested in developing their skills to identify and develop new business opportunities, or working in high-growth/high-potential ventures or areas that service these ventures (i.e., venture capital, investment banking, consulting, corporate venturing), may want to consider the following courses:

- ENTR 6020** Business Formation (4 credits)
- ENTR 6021** Preparing and Implementing the Business Plan (2 credits)
- ENTR 6023** Financing Business Ventures (4 credits)
- ENTR 6036** Managing the Growing Business (2 credits)
- ENTR 6037** Corporate Venturing (2 credits)
- ENTR 6041** Initiating New Product Design (4 credits)
- ENTR 6042** Implementing New Product Design (4 credits)
- ENTR 6090** Topics in Entrepreneurship (credit varies)
- MGMT 6004** Negotiation Strategies (2 credits)
- MGMT 6031** Industry Analysis and Competitive Strategy (4 credits)
- MGMT 6033** Managing the Strategy Process (2 credits)
- MGMT 6034** Strategic Leadership (2 credits)
- MGMT 6040** International Strategy & Organization (2 credits)
- MGMT 6050** Management of Innovation and Change (2 credits)
- MGMT 6084** Management of Teams (2 credits)
- MGMT 6085** Corporate Strategy (4 credits)
- MGMT 6100** STARTUP: Customer Development & Testing (2 credits)
- MGMT 6402** Integrative Leadership: From Theory to Practice (3 credits)

Additionally, we recommend students also consider incorporating interdisciplinary courses to obtain a well-rounded business foundation. The following courses are suggested as complementary to a specialization in entrepreneurship. While they are not counted towards the 12 credits needed for the specialization, we believe they will be a useful complement to your education.

- ACCT 6100** Corporate Financial Reporting (4 credits)
- FINA 6241** Corporate Finance Analysis and Decisions (4 credits)
- IDSc 6481** Managerial Decision Making (2 credits)
- MKTG 6088** Strategic Marketing (2 credits)
- MCOM 5500** Enhancing Your Executive Image in Business Communications (2 credits)
- MCOM 5510** Persuasive Writing in Business (2 credits)
- MCOM 5530** Strategies and Skills for Managerial Presentations (2 credits)

Please note, not all courses listed above are offered every semester. Use the [One Stop Class Schedule](#) to verify each semester's course offerings and the assigned professor.

Additional Course Resources: access elective course descriptions ([executive summaries](#)) and [schedules](#) of when courses are traditionally offered.