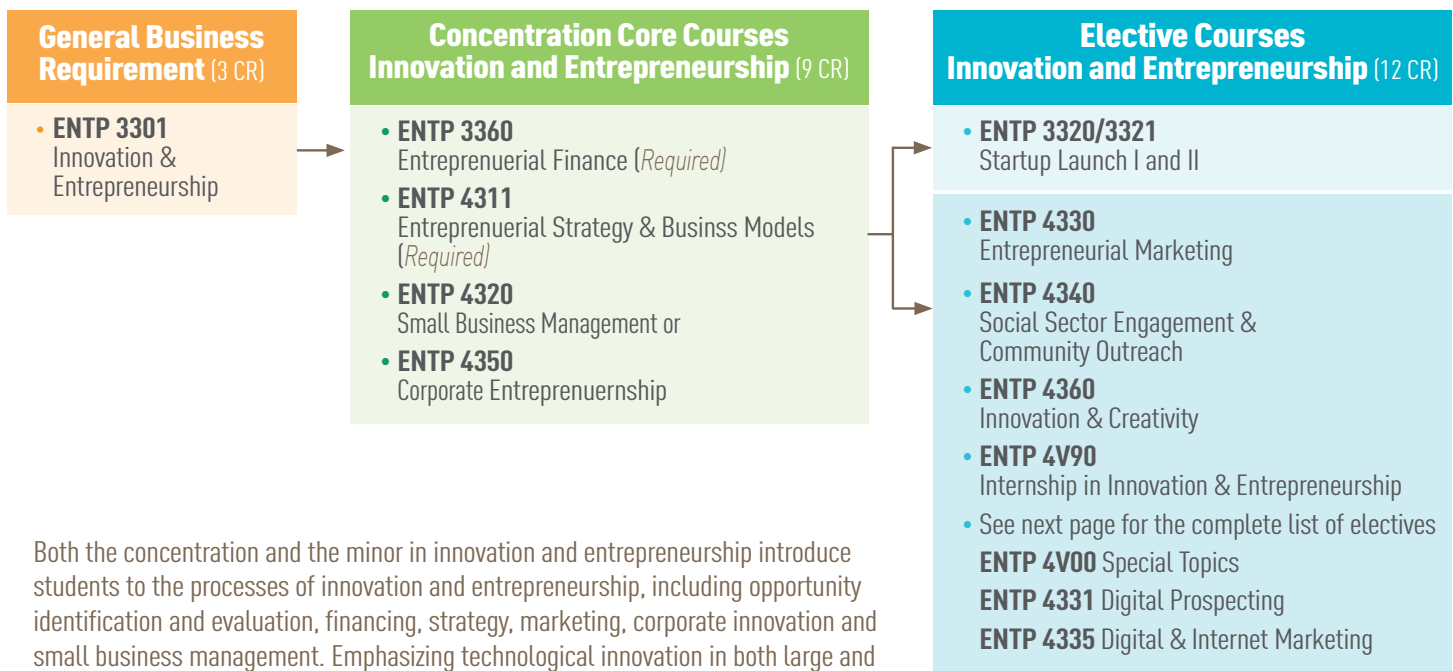


Undergraduate Curriculum in Innovation and Entrepreneurship

Innovation is the engine that drives our global economy, accounting for more than 80 percent of net new job creation in the developed economies. The global “innovation economy” of the future will require all of the traditional skills, such as accounting, finance, marketing and engineering, but the most exciting opportunities will involve individuals and teams that can manage the process of innovation to create exceptional value for their customers and their companies.

The Naveen Jindal School of Management offers 10 courses in innovation and entrepreneurship at the undergraduate level. Students receive a solid foundation in the management disciplines essential to innovation with specific focus on the tools, techniques and skills required to develop and lead product, service and business model innovation. The curriculum structure is illustrated in the figure below:



Both the concentration and the minor in innovation and entrepreneurship introduce students to the processes of innovation and entrepreneurship, including opportunity identification and evaluation, financing, strategy, marketing, corporate innovation and small business management. Emphasizing technological innovation in both large and small organizations, this multidisciplinary sequence of courses seeks to prepare students for successful careers either as principals or key functional managers in emerging growth firms, or as leaders of technological innovation in established firms.

Concentration within the Business Administration Majors (24 hours)

Students enrolled in the bachelor of science in business administration degree (BSBA) may elect the concentration in innovation and entrepreneurship. ENTP 3301 Entrepreneurship is included in the basic business core of the BSBA. Concentration requirements include:

Innovation and Entrepreneurship Concentration Core (four courses selected from among the following):

- **ENTP 3301** Entrepreneurship (required)
- **ENTP 3360** (FIN 3360) Entrepreneurial Finance (required)
- **ENTP 4311** Entrepreneurial Strategy and Business Models (required)
- **ENTP 4320** Small Business Management, or
- **ENTP 4350** Corporate Entrepreneurship

Applicable for AY 18/19

Undergraduate Curriculum in Innovation and Entrepreneurship

Electives (12 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

- **ENTP 4V90** Innovation and Entrepreneurship Internship
- **ENTP 4090** Innovation and Entrepreneurship Internship
- **BA 4V90** Management Internship
- **BA 4090** Management Internship

Choose from the following to fulfill remaining Elective semester credit hours. At least 6 semester credit hours must have an ENTP prefix.

- **ENTP 3320** Start-up Launch I
- **ENTP 3321** Start-up Launch II
- **ENTP 4330** Entrepreneurial Marketing
- **ENTP 4340** Social Sector Engagement and Community Outreach
- **ENTP 4360** Innovation and Creativity
- **ENTP 4V00** Special Topics in Entrepreneurship
- **ENTP 4320** Small Business Management
or **ENTP 4350** Corporate Entrepreneurship
- **HMG 3301** Introduction to Healthcare Management
- **IMS 4310** Export Market Development
- **IMS 4320** or **MKT 4320** International Marketing
- **IIMS 4330** Global Human Resource Management
- **MKT 3330** Introduction to Professional Selling
- **MKT 3340** Marketing Research
- **ENTP 4335** or **MKT 4330** Digital and Internet Marketing
- **ENTP 4331** or **MKT 4331** Digital Prospecting
- **MKT 4336** E-Retailing
- **MKT 4338** Marketing Content Creation

Another upper level course may be substituted for the non-ENTP courses listed above with advance permission.

Minor in Innovation and Entrepreneurship (18 hours)

Any undergraduate student may elect to enroll in the 18 hour minor in innovation and entrepreneurship, including students from other schools at UT Dallas. The minor requirements include:

General Business Requirements (the two courses listed below):

- **MKT 3300** Principles of Marketing
- **ENTP 3301** Innovation and Entrepreneurship

Innovation and Entrepreneurship Concentration Core (three courses selected from among the following):

- **ENTP 3360** (FIN 3360) Entrepreneurial Finance
- **ENTP 4311** Entrepreneurial Strategy and Business Models
- **ENTP 4320** Small Business Management, or
- **ENTP 4350** Corporate Entrepreneurship

Innovation and Entrepreneurship Electives (one course selected from among the following):

- Any of the ENTP core courses listed above not previously taken
- **ENTP 3320/ENTP 3321** Startup Launch I/II
- **ENTP 4330** Entrepreneurial Marketing
- **ENTP 4340** Social Entrepreneurship
- **ENTP 4360** Innovation and Creativity
- **ENTP 4V90** Innovation and Entrepreneurship Internship
- **ENTP 4V00** Special Topics in Internship in Innovation and Entrepreneurship

Electives in Innovation and Entrepreneurship Some of the courses offered in innovation and entrepreneurship may be taken without prerequisites. It is not necessary to declare a concentration in innovation and entrepreneurship to enroll in any of the courses offered in the curriculum as long as prerequisites are met.

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