Entrepreneurial Management
{for students entering program in Fall 2018}

Prerequisite Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>General Education Credit</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 200</td>
<td>Principles of Accounting</td>
<td>3.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 201</td>
<td>Marketing Management</td>
<td>3.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIN 201</td>
<td>Principles of Finance</td>
<td>3.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON 110</td>
<td>Economic Principles and Problems</td>
<td>3.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All prerequisite courses must be completed before the application deadline.

Recommended Before Applying

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 101</td>
<td>Intro to Entrepreneurship</td>
<td>1.0</td>
<td>NOT REQUIRED</td>
</tr>
<tr>
<td>MSB 180</td>
<td>Business Career Lecture Series</td>
<td>1.0</td>
<td>REQUIRED FOR DEGREE</td>
</tr>
<tr>
<td>IS 110</td>
<td>Spreadsheets and Business Analysis</td>
<td>1.0</td>
<td></td>
</tr>
</tbody>
</table>

APPLY

By last business day of June at 4:30 MDT
msb.byu.edu/apply

Application Criteria

1. Prerequisite GPA
   - Minimum 3.0 GPA in the prerequisite courses
   - Prerequisite courses must be completed BEFORE the application deadline
   - Transferred prerequisite courses are discounted .3 for this calculation (e.g., A to A-)
   - Repeated prerequisite courses are discounted .3 (No more than one repeat per class)

2. BYU GPA
   - Transfer students must complete at least one semester at BYU before applying

3. Essay
   - You will be required to complete a short survey and write an essay responding to questions about your entrepreneurial experience, interests and future plans.

4. Résumé

This is a limited-enrollment program. Entry is competitive. Not every student meeting the minimum criteria is guaranteed acceptance into the program.
### Entrepreneurial Management

**{for students entering program in Fall 2018}**

#### Take Before or After Admittance

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>GE Requirement</th>
<th>Credits</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 121</td>
<td>Principles of Statistics</td>
<td>Fulfills GE Quantitative Reasoning and Languages of Learning</td>
<td>3.0</td>
<td>FWSpSu</td>
</tr>
<tr>
<td>M COM 320</td>
<td>Communication in Organizational Settings</td>
<td>Fulfills GE Adv Writing</td>
<td>3.0</td>
<td>FWSpSu</td>
</tr>
<tr>
<td>MATH 116</td>
<td>Essentials of Calculus</td>
<td></td>
<td>1.0</td>
<td>FWSpSu</td>
</tr>
<tr>
<td>IS 201</td>
<td>Intro. to Management Information Systems</td>
<td></td>
<td>3.0</td>
<td>FWSpSu</td>
</tr>
<tr>
<td>MATH 118</td>
<td>Finite Mathematics</td>
<td>Fulfills GE Quantitative Reasoning and Languages of Learning</td>
<td>3.0</td>
<td>FWSpSu</td>
</tr>
</tbody>
</table>

Complete **ONE** lecture series:
- ENT 381 (BUS M 371R) Entrepreneurship Lecture Series
- ENT 382 (BUS M 371R) Technology Entrepreneurship Lecture Series

FW

### Entrepreneurial Management Core

**Fall Envelope**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>GE Requirement</th>
<th>Credits</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 401</td>
<td>(BUS M 470) Entrepreneurial Innovation</td>
<td></td>
<td>3.0</td>
<td>F</td>
</tr>
<tr>
<td>ENT 402</td>
<td>(BUS M 487) Entrepreneurship Analytics</td>
<td></td>
<td>3.0</td>
<td>F</td>
</tr>
<tr>
<td>ENT 326</td>
<td>(BUS M 326) Career Development &amp; Student Mentoring</td>
<td></td>
<td>1.0</td>
<td>F</td>
</tr>
</tbody>
</table>

**Winter Envelope**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>GE Requirement</th>
<th>Credits</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 411</td>
<td>(BUS M 471) Creating New Ventures</td>
<td></td>
<td>3.0</td>
<td>W</td>
</tr>
<tr>
<td>ENT 412</td>
<td>(BUS M 277) Legal Issues of Entrepreneurship</td>
<td></td>
<td>3.0</td>
<td>W</td>
</tr>
<tr>
<td>ENT 436</td>
<td>Experiential Entrepreneurship</td>
<td></td>
<td>3.0</td>
<td>W</td>
</tr>
</tbody>
</table>

### Business Core

**NOT REQUIRED TO TAKE IN SAME SEMESTER**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>GE Requirement</th>
<th>Credits</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM 391</td>
<td>(ORG B 321) Organizational Effectiveness</td>
<td></td>
<td>3.0</td>
<td>FWSu</td>
</tr>
<tr>
<td>MSB 390</td>
<td>(BUS M 390) Ethics for Management</td>
<td></td>
<td>3.0</td>
<td>FWSp</td>
</tr>
<tr>
<td>GSCM 200</td>
<td>(BUS M 200) Intro Global Supply Chain</td>
<td></td>
<td>1.5</td>
<td>F,W,Sp</td>
</tr>
<tr>
<td>GSCM 300</td>
<td>(BUS M 300) Intro Operations Mgmt</td>
<td></td>
<td>1.5</td>
<td>F,W,Sp</td>
</tr>
</tbody>
</table>

### Additional Requirements

**Complete TWO Entrepreneurial Electives:**
- MKTG 412 (BUS M 454) Prof. Selling and Sales Mgmt FW
- MKTG 415 (BUS M 457) Internet Mktg of Products &Services FW
- GSCM 419 (BUS M 462) Customer Relationship Mgmt W
- MKTG 414 (BUS M 472) Entrepreneurial Marketing FW
- ENT 422 (BUS M 474) Managing New Ventures & Family Bus. F
- ENT 421 (BUS M 475) Financing New Ventures F
- ENT 431* (BUS M 478A) Innovation Practicum W, F
- ENT 434R* (BUS M 476) New Venture Launch Pad FW
- STRAT 391 (BUS M 498) Strategy and Organization FWSu
- FIN 425 Private Equity & Venture Capital W

**Complete ONE capstone course:**
- ENT 434R (BUS M 476) New Venture LaunchPad FW
- ENT 437 Entrepreneurship Capstone F
- ENT 432 (BUS M 478B) Commercializing Innovation F

**Complete TWO 300- or 400-level Marriott School Electives**
(see MyMap or advisor for full list)

**3.0**

*Crocker Fellowship Application Required. Will not double count for capstone/electives*