



**DUQUESNE
UNIVERSITY**

Palumbo-Donahue
School of Business

ENTREPRENEURSHIP

Seize opportunities to create YOUR future!

Being an entrepreneur isn't just about starting a business. Entrepreneurship is a way of looking at the world. It's about innovative thinking, taking calculated risks, and, most importantly, about being able to recognize and seize outstanding opportunities to solve problems and create value.

As you develop an entrepreneurial mindset, you will envision new ways of doing things. Whatever career you pursue or company you decide to work for, having an entrepreneurial mindset will be essential for your success.

In fact, entrepreneurship skills drive problem-solving and innovation in all areas of business—new ventures, corporations, government, and the nonprofit sector.

Companies of all sizes value Entrepreneurship majors. You will develop the:

- Entrepreneurship skills companies need to create new products, new services and new business opportunities.
- Mindset of an entrepreneurial innovator within an existing company.
- Ability to take an idea, assess its viability and secure the resources needed to launch a new business.
- Business and management insight necessary for growing small businesses.

Entrepreneurship is the ideal complement to majors in functional areas (e.g., marketing, finance, accounting).

What can you do with a major in Entrepreneurship? Established companies like Amazon, IBM, Dick's Sporting Goods, and Giant Eagle as well as emerging companies like SnapRetail and The Motherhood have hired recent graduates. And, of course, some graduates are launching new ventures, applying to startup incubators and accelerators, and running crowdfunding campaigns.

Why study Entrepreneurship at Duquesne?

Learn by doing.

Our program embraces a theory to practice model focusing on giving students real entrepreneurship experiences in a protected environment. You will be an active participant in a new venture experience. You will conceive, launch, run and exit a real micro-business funded by a \$5,000 investment from the School!

Students have the opportunity to conduct due diligence and invest real money in some of the most exciting startups in the state as part of our partnership with BlueTree Allied Angels, Pittsburgh's leading angel investor group. In our distinctive capstone course, teams of students help struggling entrepreneurs with their new ventures or tackle entrepreneurial projects in existing firms.

Contacts that will set you apart.

You will begin to build your professional network within the startup, business and investment communities. You will have the opportunity to interact with successful entrepreneurs, attend BlueTree Allied Angel investor meetings, and attend classes at businesses, such as Google.

Passionate faculty with practical experience. Our professors are world-renowned scholars. Our faculty include entrepreneurs with decades of diverse industry and startup experience as well as a personalized learning approach.

Innovative curriculum addresses social issues.

You will learn to act as a change agent for society by seizing opportunities, creating solutions and inventing new approaches to social issues that create value for customers.

Beyond the classroom.

You will be engaged in activities that will stretch your talents and enthusiasm. Duquesne's Entrepreneurial Alliance, a student-run organization, regularly hosts guest speakers, panel discussions and other sponsored events to expand your networking opportunities.

ENTREPRENEURSHIP

Courses

Course	Requirements / Prerequisites	Semesters Offered
BUSINESS CORE COURSES (48 Credits)		
REQUIRED COURSES (21 Credits)		
ENTR 301 New Venture Experience I	Registered as Major	Fall
ENTR 302 New Venture Experience II	ENTR 301	Spring
ENTR 376 Fundamentals of Entrepreneurship	ENTR 302	Fall
ENTR 480 Financing, Valuing and Exiting Businesses	ENTR 376 or ENTR 375	Fall, Spring
ENTR 481 Guerilla Marketing	ENTR 376 or ENTR 375	Fall, Spring
ENTR 485 Entrepreneurship Capstone	ENTR 376, ENTR 480, ENTR 481	Spring
ELECTIVES (Select one 3 Credits)		
MKTG 476 Product Management		Fall, Spring
ENTR 494 Small Business Consulting	Instructor approval	Fall, Spring

Recommended Sequence

	Fall Semester	Spring Semester
Sophomore Year	ENTR 301	ENTR 302
Junior Year	ENTR 376 Fundamentals of Entrepreneurship Elective	480 Financing, Valuing and Exiting Businesses Elective
Senior Year	481 Guerilla Marketing Elective	485 Entrepreneurship Capstone Elective

The elective can be dropped from this major when paired with a second major or minor.

Graduation Requirements

Students must earn a minimum overall GPA of a 2.0.

A Minor in Entrepreneurship (15 credit hours)

Students can earn a minor in Entrepreneurship by completing:

MKTG 271 Introduction to Marketing (from the Business Core)
ENTR 375 Fundamentals of Entrepreneurship (for non-majors)
ENTR 480 Financing, Valuing, and Exiting Businesses
ENTR 481 Guerrilla Marketing
MKTG 476 or ENTR 494

It is the responsibility of the student to know both University-wide graduation requirements and those of the major field of study and to meet all requirements satisfactorily for graduation.

This information is subject to change and this publication cannot be considered an agreement or contract between the individual and the School. The Palumbo-Donahue School of Business reserves the right to alter or amend the terms, conditions and requirements and to eliminate courses as necessary. Students should consult on a regular basis with their advisor for specific information related to their major and/or minor requirements. Rev. 7/18