



# COLLEGE of BUSINESS & TECHNOLOGY

EAST TENNESSEE STATE UNIVERSITY

**Arshene Baigvand**  
iBUCS Winner and Creator  
of Pick Up and Play



Check out Arshene's story at [etsu.edu/ibucs](https://etsu.edu/ibucs)

## Entrepreneurship



**NO experience  
needed**



**NO prerequisites  
required**



**Designed for all  
students with  
any major!**

## PROGRAM DESCRIPTION

ETSU's minor in Entrepreneurship brings a practitioner focus to entrepreneurial opportunities and activities. This new program includes real-world coursework in design thinking and startup operations. The program also focuses on emerging business models, financing and funding for startups, and rapid prototyping of ideas.

Hosted by the Department of Management and Marketing, this program empowers students with a passion for startups, by allowing them to develop and incubate their own ideas from concept to pitch deck. The Entrepreneurship program includes a full startup incubation course that teaches students to take their ideas to the next level. In addition to their coursework, students have the opportunity to work alongside community ecosystems and innovators - across both for-profit and non-profit enterprises.



# PROGRAM REQUIREMENTS

The program offers cutting-edge, relevant, and practical core entrepreneurship classes which are available both online and face-to-face. The minor requires each student to take three foundation courses and four electives. Students can choose from a number of elective courses to create an individualized program tailored to their specific interests, startup ideas, and goals. Courses offerings include:

## Foundation Courses

- ◆ ENTP 1955 Entrepreneurship/Innovation Mindset
- ◆ MGMT 4617 Small Business Management/Strategy
- ◆ ENTP 3005 Entrepreneurship Experiential Lab

## Elective Courses

- ◆ ENTP 3000 Entrepreneurship Finance and Funding
- ◆ ENTP 3009 CRM Business Solutions for Start-ups
- ◆ ENTP 3012 Social Enterprise and Sustainability Entrepreneurship
- ◆ ENTP 3010 Business Models for Startup Innovation
- ◆ ENTP 3016 Product Concept Development and Presentation
- ◆ ENTP 3020 Protecting Intellectual Property
- ◆ ENTP 4550 Special Topics in Innovation/Entrepreneurship
- ◆ MKTG 4617 Marketing Analytics/Research

## REAL-WORLD EXPERIENCE

The Entrepreneurship Minor is designed to help students not only incubate their ideas in preparation for customer engagement and venture funding but also to develop an entrepreneurial mindset, critical for employment in fast-growing companies and industries.



iBUCS, a “Shark Tank” style Student Venture competition, is hosted each year by

the College of Business and Technology. Students participating in this competition have the opportunity to win seed money for their innovative and entrepreneurial ideas. The competition is open to students across the university encouraging a cross-disciplinary learning approach.


To learn more about the iBUCS Student Venture Competition, visit: [etsu.edu/ibucs](https://etsu.edu/ibucs)

## LEARN MORE

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