

# Entrepreneurship



The Entrepreneurship Track is designed to help students meet the unique challenges of launching and growing a new venture. Successful entrepreneurs must be skilled in many disciplines including innovation, creativity, management, operations, marketing and finance. While these areas are critical to all businesses and organizations, startups must also contend with limited resources and greater risk than large corporations. Collectively, these offerings emphasize business planning strategies that leverage these areas in a logical, coherent way. As a result, students will gain the tools and insights needed to increase their chances of startup success.

**Important note:** Students must fulfill all required prerequisites for any course listed. For information regarding course prerequisites, please refer to the *Undergraduate Bulletin* ([www.stern.nyu.edu/bulletin](http://www.stern.nyu.edu/bulletin)) and for College of Arts and Science courses (<http://cas.nyu.edu/page/majorminors>).

## Track Champions

### Jeff Carr

jeffrey.carr@stern.nyu.edu  
KMC 7-95

### Cynthia Franklin

cfrankli@stern.nyu.edu  
KMC 7-96

## Prerequisites

- Stern Business Tools: [Microeconomics (ECON-UB 1), Statistics for Business Control & Regression/Forecasting Models (STAT-UB 103 or STAT-UB 1 & STAT-UB 3), Principles of Financial Accounting (ACCT-UB 1)]

## Essentials

- Patterns of Entrepreneurship (MGMT-UB 85)
- Getting to Launch: The Startup Lab (MULT-UB 301)

## Advanced Electives

Three courses from the following list:

- Topics in Entrepreneurial Finance (FINC-UB 61)
- Managing People and Teams

(MGMT-UB 7)

- Social Media Strategy (MKTG-UB 45)
- Brand Strategy (MKTG-UB 55)
- Digital Business Strategies (MKTG-UB 56)
- Search and the New Economy (MULT-UB 36)
- Entrepreneurship 2.0 (MULT-UB 39)
- Social Entrepreneurship (MULT-UB 41)
- Entrepreneurship and Law in Practice (MULT-UB 86)
- Experiential Learning Seminar (MULT-UB 104)

The Stern Undergraduate College Office of Academic Advising may choose to allow a student who petitions to count an M.B.A. course from the list below toward the track. Contact the Office of Academic Advising for further information.

- Social Venture Capital (FINC-GB 3148) 1.5 units
- Venture Capital Financing (FINC-GB 3173) 1.5 units
- New Venture Financing (FINC-GB.3373) 3 units
- Managing the Growing Company (MGMT-GB 2327) 3 units
- Marketing for Entrepreneurs (MKTG-GB 2172) 1.5 units