

Entrepreneurship



The entrepreneurship track is designed to help students confront the unique challenges facing anyone who wants to start their own venture. Whether driven by new technology, social need, passion or personal interest, successful entrepreneurs must have command of many skills. This multidisciplinary field includes innovation, creativity, management, operations, marketing and finance. While these topics are important in all businesses and organizations, the unique challenges of limited resources and risk differentiates start-up ventures from large corporations. A particular emphasis is placed on business planning which ties these areas together in a logical coherent way, allowing entrepreneurs to seek capital and resources. This track provides the tools and insights to increase the chances of success for start-up ventures.

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) and for College of Arts and Science courses (<http://cas.nyu.edu/page/majorminors>).

Track Adviser

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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)
- Launch! (MULT-UB 301)

Advanced Electives

At least three courses from the following list:

- Entrepreneurship For the New Economy (MULT-UB 40)
- Search and the New Economy (MULT-UB 36)
- Managing People & Teams (MGMT-UB 7)
- Growth Strategy and Management (MGMT-UB 35)
- Managing Innovation (MGMT-UB 8)
- Social Media Strategy (MKTG-UB 45)
- Digital Strategic Marketing (MKTG-UB 56)
- Entrepreneurship and Law in Practice (MULT-UB 86)
- Brand Strategy (MKT-UB 55)
- Social Entrepreneurship (MULT-UB 41)

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
- Entrepreneurial Finance (FINC-GB 3361) 3 units
- New Venture Financing (FINC-GB.3373) 3 units
- Managing the Growing Company (MGMT-GB 2327) 3 units