

ENTREPRENEURSHIP AND INNOVATION MINOR

The minor in Entrepreneurship and Innovation was designed by the Mike Ilitch School of Business to provide students with specialized knowledge and skills to develop and launch startup ventures or social impact ventures. The Minor is open to all majors and offers a track for business school students, and non-business school students.

For a minor in Entrepreneurship and Innovation, each student must complete 15 credits. There will be a track for business school students and a different track for non-business school students.

Business School Student Track

Business school students must take three required courses, and two electives from the options below. All prerequisites for each class must be completed. Courses used to fulfill the Minor in Entrepreneurship & Innovation cannot be classes that are required for your major. Each student must complete 15 credits.

Code	Title	Credits
Required Courses for Business School Majors		
EI 5000	Introduction to Entrepreneurship and Innovation	3
MKT 5610	Marketing New Ventures	3
EI 6000	Entrepreneurship and Innovation Capstone	3
Elective Courses for Business School Majors		
Select two of the following courses:		6
EI 5400	Management and Leadership for Entrepreneurs	
EI 5900	Special Topics in Entrepreneurship and Innovation	
EI 5950	Directed Study in Entrepreneurship and Innovation	
FIN 5200	Startup Funding and Profitability	
FIN 5280	Entrepreneurs' Ecosystem	
IE 4355	Product Engineering	
MKT 5410	Marketing Research and Analysis	
MKT 5450	Consumer Behavior	
MUA 4500	Music Entrepreneurship and Leadership	
TIS 5994	Software Tools for Business Applications	
Total Credits		15

Non-Business School Student Track

Non-Business School students must take three required courses, and two courses from the electives listed below. All prerequisites for each class must be completed.

Code	Title	Credits
Required Courses for Non-Business School Majors		
EI 5000	Introduction to Entrepreneurship and Innovation	3
MKT 5610	Marketing New Ventures	3
EI 6000	Entrepreneurship and Innovation Capstone	3
Elective Courses for Non-Business School Majors		
Select two of the following courses:		6
ACC 3010	Introduction to Financial Accounting	
EI 5400	Management and Leadership for Entrepreneurs	
EI 5900	Special Topics in Entrepreneurship and Innovation	
EI 5950	Directed Study in Entrepreneurship and Innovation	
FIN 3290	Business Finance	
FIN 5200	Startup Funding and Profitability	

FIN 5280	Entrepreneurs' Ecosystem
IE 4355	Product Engineering
MKT 2300	Marketing Management
MKT 5410	Marketing Research and Analysis
MKT 5450	Consumer Behavior
MUA 4500	Music Entrepreneurship and Leadership
TIS 3630	Business Information Systems
TIS 5994	Software Tools for Business Applications

Total Credits **15**