

ENTREPRENEURSHIP AND INNOVATION (B.A.)

The major 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, social impact ventures, or work at a startup within the entrepreneurial ecosystem.

Each student will complete 18 credits. Students take four required courses, and two electives from the options below. All prerequisites for each class must be completed. For students with more than one major, E&I required or elective courses taken for degree completion cannot also fulfill requirements toward a different major. In that case, an alternative E&I course will be identified. For transfer students, there is a limit of two classes that can be accepted for the degree requirements. A 2.0 GPA is required overall for the major.

Code	Title	Credits
Required Courses		12
EI 5000	Introduction to Entrepreneurship and Innovation or MGT 565C The Entrepreneur and Venture Creation	
EI 6000	Entrepreneurship and Innovation Capstone	
FIN 5200	Startup Funding and Profitability	
MKT 5610	Marketing New Ventures	

Code	Title	Credits
Electives (select two of the following)		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 5280	Entrepreneurs' Ecosystem	
IE 4355	Product Engineering	
LEX 5000	Law in Social Context	
LEX 5030	Law and Transactions	
MKT 5410	Marketing Research and Analysis	
MKT 5450	Consumer Behavior	
MKT 5800	Digital Marketing and Analytics	
MUA 4500	Music Entrepreneurship and Leadership	
TIS 5670	Special Topics in Information Systems	
TIS 5994	Software Tools for Business Applications	