Entrepreneurship is more than just starting your own business, it’s a mindset—a way of thinking and acting. The Entrepreneurship and Innovation Institute (ENI) develops business leaders who possess the knowledge, skills, and confidence to develop, scale, and deliver products, services, and solutions to real-world problems. These skills and mindsets can be applied to a range of organizational contexts: a sole entrepreneurial startup, as key members of a founding team, or as an entrepreneurial member of a large organization.

The Major in Entrepreneurship, offered by the J. Mack Robinson College of Business, equips students with an entrepreneurial mindset of problem solving, critical-thinking, and team-working skills providing a foundation to address customers’ problems with effective solutions and creating value for the business or organization. In today’s fast-paced, dynamic economy, employers value an entrepreneurial mindset in new hires across a wide range of jobs and industries. Furthermore, students with entrepreneurial skills are better prepared to successfully establish and grow their own business.

**Students gain hands-on experience:**
- Developing business models
- Conducting customer discovery
- Prototyping products
- Pitching business ideas
- Evaluating resources and financing
- Legal or technological aspects of business

**Innovate. Evaluate. Execute.**

To thrive in today’s fast-paced business world, the “entrepreneurial mindset” is in high demand.

ENI supports those passionate about creating their own businesses, working for a startup, or bringing entrepreneurial skills to an existing organization.

#StateStarts

The Robinson College of Business is a community of students, educators and professionals who specialize in discovering insights that drive smarter business decisions. Our programs are designed to push beyond the classroom and offer experiences that bridge the gap between business education and the business world.
Build the skills and mindset to solve problems that matter.

Entrepreneurship Career Options

A Major in Entrepreneurship can lead to a number of business opportunities and lifelong employment in almost any industry. Whether it’s creating your own company (or a “side hustle” that becomes a company), working for a startup, or joining an existing organization that’s looking to innovate you will be able to see the business world from multiple views and how they relate.

- Founder/Co-founder
- Business Consultant
- Intrapreneur
- Marketing and PR Representative
- Research and Product Development
- Sales Manager
- Startup Consultant/Mentor/Investor

Program Curriculum

Required Courses (12 credit hours):
ENI 3101 Entrepreneurial Thinking
ENI 3102 Product-Service Design for New Ventures
ENI 3103 Business Model Validation
ENI 4100 Scaling a New Venture

and three additional 4000-level Entrepreneurship courses from list below (9 credit hours):
ENI 3100 Introduction to Entrepreneurship & Innovation
ENI 3400 WomenLead in Entrepreneurship & Innovation
ENI 4000 Corporate Entrepreneurship
ENI 4020 Business Law for Entrepreneurship
ENI 4060 Technology Law for Entrepreneurship
ENI 4101 Introduction to International Entrepreneurship
ENI 4201 Startup Incubation and Mentoring
ENI 4389 Directed Readings in Entrepreneurship and Innovation
ENI 4900 Entrepreneurship & Innovation Internship

Admission Requirements

Admission requirements are specific to each program offering of ENI. Students should refer to the related Program Admission section of the Catalog for the program (major, minor, or concentration) they wish to enroll in. Additionally, ENI students are required to meet all College and University admission requirements.

Contact
eni.gsu.edu | 404-413-7910

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