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

Entrepreneurship is more than just starting your own business, it’s a mindset—a way of thinking and acting. The Entrepreneurship and Innovation Institute develops industry leaders who possess the knowledge, skills, and confidence to develop, scale, and deliver products, services, and solutions to real world problems.

The Minor in Entrepreneurship, offered by the J. Mack Robinson College of Business, pairs with a student’s academic major area of study to equip them with the skills they need to accelerate a career in their chosen field or to establish their own business. The focus of this program is startup entrepreneurship. Coursework addresses opportunity discovery, business model design, product and service design, scaling a new venture, business and technology law, among other things.

Students learn to:
- Identify and assess opportunities
- Develop ideas and concepts
- Assess and acquire resources
- Launch, grow and harvest ventures
- Design and manage teams

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

#StateStarts
Build the skills and mindset to solve problems that matter.

A Minor 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.

Program Curriculum

Required Courses for the Minor in Entrepreneurship (9 credit hours):
ENI 3101 Entrepreneurial Thinking for Startups
ENI 3102 Product-Service Design for Entrepreneurs
ENI 3103 Business Model Validation

Add two elective courses (6 credit hours):
Below is a list of popular choices. Consult the university’s course catalog for a complete list of offerings.
BUSA 3090 Survey of Business*
ENI 4100 From Startup to Growth Company
ENI 4020 Business Law for Entrepreneurs
ENI 4060 Technology Law for Entrepreneurs
ENI 4201 Startup Incubation and Mentoring
ENI 4350 Technology for Entrepreneurs
ENI 4389 Directed Readings in Entrepreneurship and Innovation
ENI 4560 Small Business Management

Other ENI prefix courses:
MGS 4430 Negotiation
MK 3010 Marketing Management
MK 4305 Social Media Marketing
MK 4330 Principals of Professional Sales
MK 4850 Marketing for Entrepreneurs

*Students pursuing majors outside of the college of business must take BUSA 3090, plus three required courses (9 credits) and one additional elective course (3 credit hours).

Admission Process

Students wishing to declare a Minor in Entrepreneurship must file the proper paperwork with Robinson’s Office of Academic Advisement. The advisor will determine the student’s eligibility and process it accordingly.