



Palumbo-Donahue
School of Business

Entrepreneurship

Seize opportunities to create YOUR future!

Entrepreneurship is a way of looking at the world. It's about innovative thinking, taking calculated risks, and, most importantly, being able to recognize opportunities and possessing the skills to solve problems, create value, and lead.

As you develop an entrepreneurial mindset, you will envision new ways of doing things. Whatever career you pursue or company you decide to work with, having an entrepreneurial mindset will be essential to your success. In fact, entrepreneurs drive problem-solving and innovation in all areas of business—new ventures, corporations, government, and the nonprofit sector.

Companies of all sizes value Entrepreneurship Majors. You will develop:

- Skills companies need to create new products, new services and new business opportunities.
- Mindset of an entrepreneurial innovator and leader.
- Ability to take an idea, assess its viability and secure the resources needed to commercialize it.
- Leadership insight necessary for growing small businesses.

Entrepreneurship is an ideal complement to majors in functional areas (e.g., marketing, finance, supply chain).

Why study Entrepreneurship at the Palumbo-Donahue School of Business?

Learn by doing and gain new perspectives.

Our program embraces a “theory to practice model” focusing on giving students real entrepreneurship experiences in a supported environment. You will be an active participant in a new venture, a two-semester experience where you will ideate, launch, and run a real business of your own creation funded by a \$5,000 investment from the School!

Students can evaluate companies and invest money in some of the most exciting start-ups in the region as part of our partnership with 412 Venture Fund. In our distinctive capstone course, teams of students act as consultants to add value to early-stage companies.



Duquesne New Venture Challenge

All students enter the Duquesne New Venture Challenge, our premiere business plan competition which offers \$100k in prizes and other opportunities to participate and lead challenges!

Contacts that will set you apart.

You will begin to build your professional network within the startup, business and investment communities. You will have the opportunity to interact with successful entrepreneurs, perform diligence on potential investments, and attend classes at businesses, such as Google.

Passionate faculty with practical experience.

Our professors are world-renowned scholars and experienced entrepreneurs with decades of diverse experiences ranging from venture capital to startup acceleration across various industries including the creative sector.

Innovative curriculum addresses social issues.

You will learn to act as a change agent for society by seizing opportunities, creating solutions and inventing new approaches to social issues that create value for customers.

Beyond the classroom.

You will be engaged in activities that will expand your talents and spark your enthusiasm. Duquesne's Entrepreneurship Council, a student-run organization, regularly hosts guest speakers, skill-builders, and pop-sales opportunities.

Connection to resources.

Entrepreneurship majors have access to resources in Rockwall Hall, like the Small Business Development Center, and ideation and creation spaces like Bob's Launch Pad and Entrepreneurship Zone. You will be immersed in a community of like-minded peers and meet professionals who will become your mentors, supporting you throughout your career endeavors.

What can you do with a major in Entrepreneurship?

Established companies like Amazon, IBM, Dick's Sporting Goods, Giant Eagle, and Wesco as well as emerging companies like SnapRetail and The Motherhood have hired recent graduates. Our alumni work in senior level positions at Mainstreet Ventures and Innovation Works supporting entrepreneurial initiatives. And, of course, some graduates are launching new ventures, participating in startup accelerators, and winning pitch competitions!

Courses

Course	Requirements / Prerequisites	Semesters Offered
BUSINESS CORE/REQUIRED COURSES (48 credits plus 6 additional credits of required courses. This information is subject to change.)		
REQUIRED COURSES (18 Credits)		
ENTR 301: New Venture Enterprise I	Declared as Major	Fall
ENTR 302: New Venture Enterprise II	ENTR 301	Spring
ENTR 376: Entrepreneurship Fundamentals	ENTR 302	Fall
ENTR 480: Financing, Valuing, and Exiting Businesses	ENTR 376 or ENTR 375	Spring
ENTR 481W: Guerilla Marketing	ENTR 376 or ENTR 375	Fall
ENTR 485: Entrepreneurship Capstone	ENTR 376, ENTR 480, ENTR 481W	Spring
ELECTIVES (3 Credits) Select One		
MKTG 476: Product Innovation		Fall, Spring
ENTR 495: Independent Study	Instructor approval	Independent Study

Recommended Sequence

	Fall Semester	Spring Semester
Sophomore Year	ENTR 301: New Venture Experience I	ENTR 302: New Venture Experience II
Junior Year	ENTR 376: Entrepreneurship Fundamentals	ENTR 480: Financing, Valuing, and Exiting Businesses
Senior Year	ENTR 481W: Guerilla Marketing	ENTR 485: Entrepreneurship Capstone

The elective can be dropped from this major when paired with a second major or minor.

Graduation Requirements

Students must earn a minimum overall GPA of a 2.0.

A Minor in Entrepreneurship

Students can earn a minor in Entrepreneurship by completing:

- MKTG 271: Marketing and Business Development (from the Business Core)
- ENTR 375: Fundamentals of Entrepreneurship (for non-majors)
- ENTR 480: Financing, Valuing, and Exiting Businesses
- ENTR 481W: Guerrilla Marketing
- MKTG 476: Product Innovation or ENTR 495: Independent Study

It is the responsibility of the student to know both University-wide graduation requirements and those of the major field of study and to meet all requirements satisfactorily for graduation.

This information is subject to change and this publication cannot be considered an agreement or contract between the individual and the School. The Palumbo-Donahue School of Business reserves the right to alter or amend the terms, conditions and requirements and to eliminate courses as necessary. Students should consult on a regular basis with their Student Success Coach for specific information related to their major and/or minor requirements. Rev. 9/2024.

Palumbo-Donahue School of Business • 701 Rockwell Hall • 600 Forbes Avenue • Pittsburgh, PA 15282
412-396-5702 • business@duq.edu • www.duq.edu/business