

ENTREPRENEURSHIP (MINOR)

This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Entrepreneurship

Unit: College of Business (BU) (<http://www.louisville.edu/business/>)
Academic Plan Code(s): ENTRMINOR

The College of Business offers a minor in Entrepreneurship that is available to students from any academic unit. The Entrepreneurship minor is designed to complement other majors, helping you to build a business in the fields or majors in which you are developing expertise. It will prepare you to launch your own business by teaching you to identify and validate opportunities, build a business, fund that business, get practical experience, and other relevant skills.

To be admitted to the minor, a student must have a cumulative GPA of at least 2.80.

Program Requirements

Code	Title	Hours
Entrepreneurship Core		
ENTR 350	Entrepreneurial Opportunities	3
ENTR 370	The Entrepreneurial Process	3
ENTR 402	Venture Finance ¹	3
ENTR 403	Venture Planning and Management ¹	3
Select two electives from the following:		
BUS 390	Business Communication Special Topics	
BUS 401	Executive Communication	
CIS 305	Data Analysis for Decision-Making	
ENTR 404	Social Entrepreneurship	
MGMT 305	Human Resource Management	
MGMT 315	Collaboration and Negotiation-SB - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MGMT 459	Data Visualization and Analytics for People Management	
MGMT 410	Franchising Fundamentals and Legal Issues	
MGMT 440	Small Business Counseling	
MGMT 441	Business and Corporate Level Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MKT 201	Multiculturalism in the Marketplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MKT 202	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 360	Professional Relationship Selling	
MKT 410	Design Thinking in Marketing	

MKT 441	Market Intelligence and Customer Insights
MKT 490	Special Topics in Marketing
COMM 346	Strategic Media Management
COMM 445	Strategic Communication Campaigns - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 510	Special Topics in Communication Studies (COMM 510 as approved by Management and Entrepreneurship Department Chair, depending on topic)

Minimum Total Hours **18**

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.

For graduation with the minor, all required courses must be completed with a minimum GPA of 2.0 in the minor.

¹ Admission to the Entrepreneurship minor is a requirement for this course.