The 12-credit program draws upon entrepreneurship courses in the School of Business, but students may select approved, elective courses from a variety of schools and colleges across the university that address the ability to launch and lead new ventures. Approved courses develop and deepen students’ capacity to: assess opportunities, analyze the structure of markets, develop new products, perform financial analysis, understand the consequences of entity types, use intellectual property strategically in dynamic markets, form effective teams, and formulate strategies for organizational growth. Other courses help students better understand the role of entrepreneurial activity in economic growth and the achievement of societal goals.