

Entrepreneurship & Innovation O.E.C.

Program Requirements

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Minimum Requirements for an Entrepreneurship & Innovation Occupational Endorsement: 16 credits

Students must earn a C- grade or better in each course.

Code	Title	Credits
General University Requirements		
Complete the general university requirements. (https://catalog.uaf.edu/endorsements/#guroccupationalendorsementstext)		
Occupational Endorsement Requirements		
Complete the occupational endorsement requirements. (https://catalog.uaf.edu/endorsements/#occupationalendorsementrequirementsstext)		
Entrepreneurship & Innovation Program Requirements		
Complete the following:		
ABUS F101 or ABUS F161	Accounting I Personal Finance	3
ABUS F199	Business Practicum	1
ABUS F241 or ABUS F242	Business Law Employment Law	3
ABUS F260	Marketing Principles	3
ABUS F272	Business Plan Development	3
BA F151X	Introduction to Business	3
Total Credits		16

Admission Requirements

Complete the following admission requirements:

- Be at least 16 years old by the first day of the semester in which you are admitted.

Learning Outcomes

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Learning Outcomes are measurable statements that describe knowledge or skills achieved by students upon completion of the program.

Students graduating from this program will be able to:

- Develop a basic understanding of the fundamental concepts of entrepreneurship, business planning, and functional activities of conceiving, opening, and managing a small business and then applying these to develop a viable business plan
- Design, implement, and assess marketing strategies and campaigns that effectively address contemporary market challenges, leveraging both

traditional and digital marketing tools, while staying informed about and adapting to evolving marketing trends

- Demonstrate an understanding of foundational business concepts related to, marketing, accounting, finance, management, and human resources
- Demonstrate knowledge of the concepts, techniques, and practices in the management of personal and business finances and financial institutions
- Analyze, evaluate, and apply legal principles and regulations to address business, employment, and real estate issues, ensuring ethical and legal compliance while making informed decisions
- Demonstrate an understanding of accounting practices and financial statements related to a business