The Entrepreneurship Track is designed to help students meet the unique challenges of launching and growing a new venture. Successful entrepreneurs must be skilled in many disciplines including innovation, creativity, management, operations, marketing and finance. While these areas are critical to all businesses and organizations, startups must also contend with limited resources and greater risk than large corporations. Collectively, these offerings emphasize business planning strategies that leverage these areas in a logical, coherent way. As a result, students will gain the tools and insights needed to increase their chances of startup success.

Important note: Students must fulfill all required prerequisites for any course listed. For information regarding course prerequisites, please refer to the Undergraduate Bulletin (www.stern.nyu.edu/bulletin) and for College of Arts and Science courses (http://cas.nyu.edu/page/majors/).