Entrepreneurship Minor

The Entrepreneurship Minor provides students with an interest in learning more about elements of new venture creation the ability to gain a strong set of entrepreneurship acumen. In combination with the school's expanding co-curricular entrepreneurship programs, the minor in entrepreneurship will provide an experiential platform to grow student skill sets, networks and professional portfolios.

Required for Business Majors
- MGMT 451 Introduction to Entrepreneurship
- MGMT 452 Experiential Entrepreneurship

Required for Non-Business Majors
- MBUS 304 Starting and Managing a New Enterprise
- or
- IT 495 Turning Ideas into Successful Companies
- and
- MGMT 452 Experiential Entrepreneurship

In addition, choose three (3) courses from any of the following lists (organized by interest)

Commercial Entrepreneurship
- ACCT 311 Managerial and Cost Accounting
- ACCT 351 Taxation and Managerial Decision Making
- MGMT 453 Starting a Business
- OM 493 Management of Technology Projects
- MIS 440 E-Commercial Business Models and Applications
- FNAN 341 Financial Analysis, Forecasting and Valuation
- MKTG 313 Integrated Marketing Communications
- MKTG 353 Marketing Analytics for New Product Development

Social Innovation
- GOVT 353 Social Entrepreneurship
- PSYC 335 Psychology of Creativity and Innovation
- PHIL 305 Business Ethics
- GOVT 358 Nonprofit Financial Planning
- EVPP 480 Sustainability in Action
- NCLC 331 The Nonprofit Sector
- NCLC 431 Principles of Fundraising

Other
- BENG 451 Translation and Entrepreneurship in Bioengineering
- IT 343 IT Project Management

MGMT 451: Introduction to Entrepreneurship Students are introduced to general entrepreneurship topics, including management composition and structure, effective business and functional strategies, operational logistics, legal issues, financial projections, and financing options.

MGMT 452: Experiential Entrepreneurship The course provides students the opportunity to experience entrepreneurship at an advanced level through the hands-on development of a new firm, product or service. Students will either identify an innovative opportunity to work on during the course or will work with a local startup or organization developing an innovative new product or service.

MGMT 453: Starting a Business Examines the paths to business ownership, including starting an enterprise or purchasing an existing business. Focus will be on different models of business, including franchising and licensing, as well as family-run enterprises. Students will gain a broad understanding of location choice, facilities and layout, in addition to the legal issues associated with business creation. Harvesting and exiting options will also be explored.

MKTG 313: Integrated Marketing Communication Course focuses on setting communications objectives and budgets, media planning, creative strategy, execution, and evaluation. Provides skills for analyzing the strengths, weaknesses and synergies of marketing communication tools.

MKTG 353: Marketing Analytics for New Product Development Students will learn to analyze historical data, market research data, and competitive information for making strategic marketing decisions. Specifically, students will learn about: how to value customers, how to segment
the market, how to position the product in customers’ minds, which attributes to include/exclude in a new product, and how to forecast sales and predicting consumer choice behavior. Each of these decisions will be made using analytic tools that are often used by marketers in the real world.

ACCT 311: Managerial and Cost Accounting: Develops skills in identifying business processes, transforming data into useful information, and making managerial decisions. Designed for students in all areas of management, especially those whose career aims include cost management. Topics include analyzing and managing costs, developing cost systems that facilitate decision making, identifying opportunities for improving business process, creating financial and operating budgets for planning and control, and developing measures to assess performance.

ACCT 351: Taxation and Managerial Decision-Making: Introduction to fundamental topics in taxation using a business-entities approach. The course emphasizes the identification of planning and compliance issues and the application of tax law to resolve those issues. Both tax and non-tax factors affecting decision making are considered.

OM 493: Management of Technology Projects: Course focuses on managerial problems associated with meeting technical, cost, and time constraints of technology projects. Discusses project management areas including organization, teams, scheduling, cost control, earned value management, risk management, and quality. Includes software cost estimation models and the management of IT projects. Software and case studies.


FNAN 431: Venture Capital and Private Financing of Startups: Course focuses how venture capitalists and other entities arrange the financing for a company; what they look for in a business plan; how they value a business; and how they structure the terms of an agreement.

GOVT 353: Social Entrepreneurship: Introduces students to the different steps that social entrepreneurs work through to drive social change: identifying problem to address, developing a strategy to address the social need, fundraising, growing the organization, tracking results, and maximizing impact.

GOVT 358: Nonprofit Financial Planning: Provides understanding of social mission and entrepreneurial cross pressures underlying financial planning and accounting in nonprofit sector. Topics include revenue sources and projections, entrepreneurial techniques, and cost analysis for nonprofit and nongovernmental entities. Lectures, student case studies.

PHIL 305: Business Ethics: Examines some moral problems that arise with regard to the responsibilities of various segments of the business community, including employers, management, stockholders; to one another; to the consumer; and to society at large.

EVPP 480: Sustainability in Action: Provide students with valuable and tangible experience in practical aspects of realizing sustainability goals and to transfer theory into practice. Allows students to engage in real-world, sustainability-related projects that provide benefits for a target community. Identify and attempt to solve a sustainability-related problem or address a sustainability-related need in a specific target community.

NCLC 331: The Nonprofit Sector: Readings, classroom discussions and activities, and practical experience reveal historical, legal, and socioeconomic forces that define and influence the American nonprofit sector. Explores structures, issues that affect nonprofit management, governing, and financial systems.

NCLC 341: Principles of Fundraising: Examines history of philanthropy and public policy, and the economic and legal frameworks that shape it. Combining theory and practice, students study human behavior, communications, and management systems that are hallmarks of successful fundraising, and begin to develop skills to generate donations, foundation grants, and other unearned revenue for a nonprofit organization.

BENG 451: Translation and Entrepreneurship in Bioengineering: This course focuses on teaching the process of translational research and on creating both a medical device and a company vision. Emphasis is made on creating a robust medical device prototype based on a deep understanding of the disease. Regulatory and reimbursement processes are also addressed in detail. This course will draw upon lectures and different guest speakers.

IT 343: IT Project Management: Provides essential strategies and procedures for planning, organizing, staffing, monitoring, and controlling design, development, and production of system to meet stated IT-related need in effective and efficient manner. Fulfills writing-intensive requirement for BS in information technology.