

Entrepreneurship Curriculum Overview

The Entrepreneurship Minor is a multidisciplinary opportunity for students to expand their knowledge and experience. Entrepreneurship, fundamentally, is about innovation. It is about recognizing opportunities and acting on them.

Entrepreneurs are agents of change. Being entrepreneurial requires the ability to think creatively, innovate, and lead the development of an idea to implementation

Goals:

The Entrepreneurship minor provides students with the skills and knowledge necessary to undertake the process of starting a new business venture. This minor is not just for students interested in creating a new business; rather it is a broad exploration of how to be entrepreneurial, whether by starting a new business, or within an existing business or organization.

Outcomes:

Students who satisfy the requirements for the minor demonstrate:

- an ability to evaluate a product or service to meet the desired needs of markets within realistic constraints such as financial, environmental, social, political, ethical, health and safety, manufacturability, and sustainability;
- an understanding of how to start an entrepreneurial business;
- an ability to convince others about the merits of a new idea;
- an ability to practice techniques to effectively manage and motivate people;
- the broad education necessary to understand the impact of product- and service-based solutions in a contemporary global, economic, environmental, and societal context;
- knowledge of legal and tax implications associated with their decisions;
- an ability to think and act innovatively;
- knowledge of design thinking and other tools that every innovative organization needs to succeed

Careers for this Minor:

- Mid-level management
- Business consultant
- Sales
- Research and development
- Not-for-profit fundraiser
- Teacher
- Recruiter
- Business reporter

Minor

Entrepreneurship Minor Curriculum Map 2019-2020 Catalog

Overview of the Entrepreneurial Landscape	3
MG 224 Principles of Entrepreneurship	3
Convincing Others of the Merits New Ideas. (choose one course from below)	3
CM 261 Interpersonal Communications	3
EN 112 Public Speaking	3
MG 314 Marketing Management	3
MG 411 Consumer Behavior	3
MG 441 Integrated Marketing Communications	3

Interacting with Employees within an Organization. (choose one course from below; MG majors cannot choose a MG course)	3
AP 222 Human Issues in Design	3
EN 244 The Literature of Leadership	3
MG 309 Management of Organizations	3
MG 351 Organizational Behavior	3
MG 408 Human Resources Management	3
NR 321 Nursing Leadership	3
Economic Factors & Trends Influencing Current & Future Profitability. (choose one course from below)	3
EC 201 Principles of Economics (Macro)	3
EC 202 Principles of Economics (Micro)	3
EC 310 Money and Banking	3
EC 419 International Economics	3
MG 319 International Dimensions of Business	3
Legal & Tax Implications (choose one course from below)	3
AC 201 Introduction to Accounting and Financial World	3
MG 341 Business Law I	3
MG 346 Business Law II	3
Incorporating Innovation in Work & Teams.	3
AP 431 Design Thinking and Innovation	3
or EG 400 Design Thinking and Innovation	
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Total Cr.	18