

ENTREPRENEURSHIP, MINOR

This minor provides a multidisciplinary foundation in entrepreneurship. Students in this program gain an understanding of the challenges and opportunities for entrepreneurs in the key functional areas such as communications, marketing, finance, and operations. Through application and professional networking, this minor helps students develop the tools to launch a new venture.

Designed for both business and non-business majors, this interactive minor teaches students step-by-step how to creatively solve real-world problems, apply a business model to their solutions, and then assess the feasibility of their start up idea. In this program, students learn how to effectively market, manage, and finance a new venture, preparing them to be productive, self-sustaining members of our community, while aiding in the economic development of the region and nation.

Code	Title	Credits
Required Courses:		
MGMT 221	MYOB: Mind Your Own Business	3
MGMT 230	Business Communications Essentials	3
MGMT 323	Legal Issues in Entrepreneurship, Small and Medium-Sized Business	3
MKTG 333	Digital Marketing	3
FINC 371	Managerial Finance	3
MGMT 416	Applied Entrepreneurship	3
Total Credits:		18

Student Learning Outcomes

Upon completion of the Entrepreneurship Minor, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.