

Entrepreneurship Minor

*Administered by the Department of Management and Marketing
Room 3002L, Health Sciences and Business Administration Building*

Designed to enhance students' undergraduate learning experience by providing understanding of the free enterprise system, the entrepreneurship minor is accessible to students from all non-business disciplines. By encouraging students to think and act entrepreneurially, the minor in Entrepreneurship will provide students with the knowledge and practical skills necessary to successfully start, manage, and operate entrepreneurial ventures of all kinds: commercial, social, scientific, and artistic. Coursework for the entrepreneurship minor emphasizes innovation, entrepreneurial processes, interdisciplinary integration, and the practical application of relevant business theory.

Selected Educational Outcomes

1. Entrepreneurship minors will effectively utilize their analytical skills to solve entrepreneurial problems.
2. Entrepreneurship minors will understand and assess the feasibility of entrepreneurial endeavors.
3. Entrepreneurship minors will understand the contribution of each functional area in business in successful entrepreneurial endeavors.
4. Entrepreneurship minors will demonstrate their understanding of entrepreneurial concepts through the development of a comprehensive business plan.

Examples of Outcome Assessments

1. Students will demonstrate knowledge of core issues and topics in entrepreneurship through formal written work, tests, and projects.
2. Students will develop a comprehensive business plan, thereby demonstrating their understanding of entrepreneurial processes.
3. Students will be effective oral communicators, able to draw from a variety of sources to discuss current entrepreneurial issues in an interdisciplinary manner.

Requirements for the Minor in Entrepreneurship (open only to non-business majors)

Code	Title	Hours
ECON 2106	Principles of Microeconomics	3
ACCT 2101	Principles of Accounting I	3
MKTG 3050	Introduction to Marketing	3
MGNT 3250	Management and Organization Behavior	3
MGNT 3900	Applied Entrepreneurship Skills	3
MGNT 3910	Small Business Management	3
Total Hours		18