ENTREPRENEURSHIP

Entrepreneurship is the key to economic growth. The Entrepreneurship minor is designed to create an innovation-focused mindset and prepares business majors to start, manage and grow their own entrepreneurial ventures. The mindset also produces entrepreneurial leaders in all aspects of business, including working in financial careers, as franchise owners, and in careers in economic development. This minor will improve your skills in developing a business plan, preparing your “elevator pitch” for attracting investors, understanding financial statements, and managing a growing workforce within your business start-up. Elective classes allow students to tailor their minor based on their interests and the needs of their new venture creation. Entrepreneurial thinking, or "intrapreneurship," is highly valued inside established corporations that also demand innovation and creativity.

MINOR

A minor must contain 15-18 semester hours of coursework, including at least 9 hours of upper-division courses at the 3000-4000 level. Courses taken to satisfy Core IMPACTS may not be counted toward completion of the minor. Courses taken in the Field of Study may sometimes be used to fulfill minor requirements.

Required Courses*		
ACCT 3800	Understanding Financial Statem	3
MNGT 4053	Human Resource Management	3
MNGT 4501	Entrepreneurship	3
ACCT 4900	Accounting Internship	3
or ECON 4900	Economics Internships	
or FINC 4900	Finance Internships	
or LSCM 4900	Advanced Topics in LSCM	
or MARK 4900	Marketing Internships	
or MGIS 4900	Mgmt Info System Internships	
or MNGT 4900	Management Internship	
Elective Courses*		
		3
BUSA 3360	Business Negotiations	
ECON 3109	Managerial Economics	
FINC 3101	Intermediate Corporate Finance	
LSCM 4288	Logistics	
MARK 3011	Consumer Behavior	
MARK 3233	Retail Marketing	
MARK 3455	Professional Selling	
MARK 3570	Integrated Brand Promotion	
MARK 4121	Marketing Research & Analysis	
MARK 4433	Social Media Marketing	
MNGT 4253	Staffing & Talent Development	
MNGT 4602	Leadership	
* Grade of C or higher required in 3000-4000 level courses.		
Total Hours		**15**