Entrepreneurs create new ventures in both the for-profit and not-for-profit (social) arenas. Examples of entrepreneurial enterprises are: Habitat for Humanity, Kaboom, Google, E-Bay, Zappos and Twitter. Future entrepreneurs pursue majors in either the arts, humanities, social sciences, sciences, or business. A national study found that 75% of entrepreneurs focused their college studies in fields outside of business.

The Entrepreneurship minor is open to all students regardless of major. Required coursework, detailed below, depends on whether a student selects a major in the College of Arts & Sciences or the Boler School of Business. Faculty from both the College of Arts & Sciences and the Boler School of Business teach the courses in the minor, which is administered by an interdisciplinary faculty committee under the supervision of the John J. Kahl, Sr., Chair in Entrepreneurship.

If you are an Arts & Sciences student: ER 101, 102, 203, 304, 305, 306, and 480, plus one approved ethics course (21 hours).

If you are a Business student: ER 101, 102, 203 (or MN 364), ER 304, FN 312, MK 301, and ER 480 (or MN 480), plus PL 311 (21 hours).

**ER Course Descriptions**

**ER 101. Creativity, Invention and Innovation** 1 cr. Prerequisite: None. The creative process: What it is, how to improve it, how to work with it. Using a project-focused approach, students will learn about creative thinking as it applies to the development of innovations and inventions in the arts, sciences, and business.

**ER 102. Idea Development** 2 cr. Prerequisite: ER 101. Alternative representations of the opportunity recognition process. Students will learn how to move from an idea as a fuzzy concept to an innovation as a well-designed idea.

**ER 203. Introduction to Entrepreneurship** 3 cr. Prerequisites: ER 101 and 102. Study of entrepreneurship and its role in new venture creation, as well as its impact on economic growth and development. Explores the functional areas of business: Project development; production & operations; marketing & sales; finance & accounting, etc.

**ER 304. Social Entrepreneurship** 3 cr. Prerequisite: ER 203. Applies the principles examined in ER 203 to social enterprises. Introduces the meaning and importance of social entrepreneurship in the modern economy and demonstrates how entrepreneurial orientation can assist in the attainment of non-profit and social objectives.

**ER 305. Accounting & Finance for Entrepreneurs** 3 cr. Prerequisite: ER 203. The basic role of accounting in an organization. Analysis & interpretation of financial statements, tax data, and project planning & assessment. Also, concepts related to making financial decisions: the cost of capital, time value of money, etc., and the sources or, and approaches to raising entrepreneurial capital.

**ER 306. Entrepreneurial Marketing & Sales** 3 cr. Prerequisite: ER 203. Introduction to marketing, especially the marketing needs of entrepreneurial enterprises. Topics include distribution, pricing, promotion, product decisions & strategies, the sales process, and management of ethical problems.

**ER 480. Entrepreneurship Field Experience** 3 cr. Prerequisite: Completion of at least 12 hours of coursework in the minor, including ER 305 or 306 (AC 201-202 and FN 312 or MK 301 for Business students). Students, as members of a consulting team, visit and analyze a Cleveland-area social enterprise or business firm and complete a total field analysis of the entity. This requirement may also be satisfied through an approved internship under the guidance of a member of the Entrepreneurship Curriculum Committee.