

## THE ENTREPRENEURSHIP MINOR

Specifically designed for students from all majors, the entrepreneurship minor combines the best of idea development, creativity, and entrepreneurship to develop an “entrepreneurial mindset” that is critical to success whether you start a venture or work for someone else. The interdisciplinary minor is taught by professors who are experts in their fields, from both the College of Arts and Sciences and the Boler School of Business.

Examples of entrepreneurial enterprises are: Habitat for Humanity, Kaboom, Google, eBay, and Twitter. Entrepreneurs come from all fields, in fact a national study found that 75% of entrepreneurs focused their college studies in fields outside of business and engineering.

Joining the minor will bring you into contact with mentors interested in seeing you develop your entrepreneurial skills while

completing the coursework in your major. Required coursework depends on whether you choose a major in the College of Arts and Sciences or the Boler School of Business.

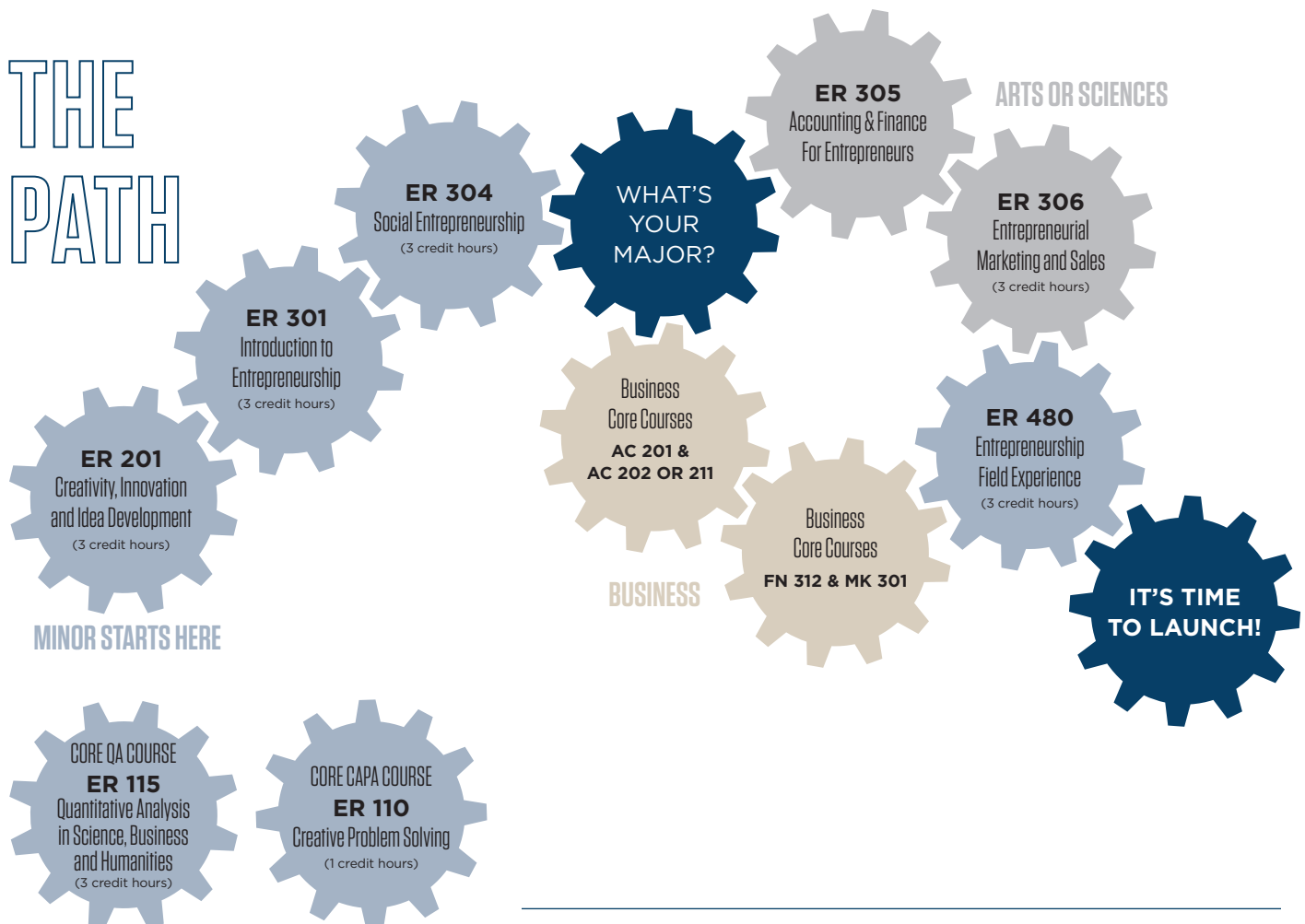
For information contact Jackie Schmidt, Ph.D., interim director, at [schmidt@jcu.edu](mailto:schmidt@jcu.edu) or 216.397.4242.

### THE MINOR FEATURES TWO TRACKS (2015 BULLETIN):

The Arts & Sciences track: ER 201, 301, 304, 305\*, 306\*, and 480 plus ER 115 or one approved quantitative course (21 hours)

*\*Open only to majors in the College of Arts & Sciences*

The Business track: ER 201, 301 (or MN 364), ER 304, 480; FN 312, MK 301, plus ER 115 or an approved quantitative course (21 hours)





### **110. CREATIVE PROBLEM SOLVING**

*1 credit hour • CAPA CORE COURSE*

Discusses what is creativity, how to enhance it and use it to solve problems. Uses experiential exercises and lens of visual, digital, and musical arts to create and present projects/ideas.

### **115. QUANTITATIVE ANALYSIS IN SCIENCE, BUSINESS, AND HUMANITIES**

*3 credit hours • QA CORE COURSE*

Case-based course that uses quantitative data sets to identify and recognize problems, analyze options, draw inferences, make decisions, and effectively represent and communicate results. Cases are drawn from science, business, humanities, politics, and education. The ethical collection, use, and representation of data will be discussed.

### **201. CREATIVITY, INNOVATION, AND IDEA DEVELOPMENT** *3 credit hours*

The creative process: what it is how to improve it, how to work with it. Uses a project-focused approach to show how creative thinking applies to the development of innovations and inventions in the arts, sciences, and business. Students learn how to move from an idea as a vague concept to an innovation as a well-designed idea. Ethical issues will be discussed.

### **301. INTRODUCTION TO ENTREPRENEURSHIP**

*3 credit hours*

Prerequisites: ER 201. Study of entrepreneurship and its role in new venture creation, as well as its impact on economic growth and development. Using the Business Model Canvas students explore the functional areas of business: Project development; production and operations; marketing and sales; finance and accounting, etc.

### **ER 304. SOCIAL ENTREPRENEURSHIP**

*3 credit hours*

Prerequisite: ER 201 and ER 301 or MN 364. Applies the principles examined in ER 301 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 as a means for social justice.

### **ER 305. ACCOUNTING & FINANCE FOR ENTREPRENEURS** *3 credit hours*

Prerequisite: ER 301. The basic role of accounting in an organization. Analysis and interpretation of financial statements, tax data, and project planning and 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. (For Arts and Sciences Students.)

### **ER 306. ENTREPRENEURIAL MARKETING & SALES** *3 credit hours*

Prerequisite: ER 301. Introduction to marketing, especially the marketing needs of entrepreneurial enterprises. Topics include distribution, pricing promotion, product decisions and strategies, the sales process, and management of ethical problems (For Arts and Sciences Students).

### **ER 480. ENTREPRENEURSHIP FIELD EXPERIENCE** *3 credit hours*

Prerequisite: Completion of at least 12 hours of coursework in the minor, including ER 305 or 306 (FN 312 or MK 301 for students on the Business track). Students develop a non-profit or profit venture. This requirement may be satisfied through an approved internship.