

ENTREPRENEURSHIP MINOR

Entrepreneurship Minor

Coordinator: Dr. Woojun Lee

Total minimum number of credits required for a minor in Entrepreneurship – 18

For majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18 credit minor in Entrepreneurship. Students who may be contemplating pursuit of entrepreneurial opportunities will find the Entrepreneurship Minor to be an excellent complement to their chosen majors. Courses required to complete the Entrepreneurship Minor are:

[[MKT-221]] - Marketing	3
[[ENT-151]] – Integrated Management Experience I	3
[[ENT-152]] – Integrated Management Experience II	3
(OR [[BA-153]] – Management Foundations + [[ENT-252]] or [[LDR-202]])	3
[[ENT-201]] – Nature and Essence of Entrepreneurship	3
[[ENT-461]] – Practicing Entrepreneurship	3
AND ONE OF THE FOLLOWING:	
[[ENT-384]] – Small Business Consultancy or	3
[[ENT-462]] – Entrepreneurship Internship	3

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[BA-151]]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[BA-152]]

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum GPA of 2.0.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites

[[ENT-152]] or [[BA-153]] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY

Credits: 3

Terms Offered: Fall

An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER

Credits: 3

Terms Offered: Spring

Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

ENT-321. ANALYZING MARKETS AND COMPETITION

Credits: 3

Terms Offered: Fall

In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

Pre-Requisites

[[MKT-221]] with a minimum GPA of 2.0.

Entrepreneurship Minor

ENT-342. ENTREPRENEURIAL FINANCE

Credits: 3

Terms Offered: Spring

The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

Pre-Requisites

[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY

Credits: 3

Terms Offered: Spring

Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY

Credits: 3

Terms Offered: Spring

Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

Pre-Requisites

Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP

Credits: 3

The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.

MKT. MARKETING

MKT-221. MARKETING

Credits: 3

Terms Offered: Fall, Spring, Summer

An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

Pre-Requisites

[[BA-152]] or [[BA-153]] with a minimum grade of 2.0

MKT-322. ADVERTISING

Credits: 3

Terms Offered: Fall, Spring

A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness.

Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

MKT-324. RETAILING

Credits: 3

Terms Offered: Fall

A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions.

Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

MKT-326. THE SELLING PROCESS

Credits: 3

Terms Offered: Fall

Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction.

Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

MKT-327. MARKETING SEMINAR

Credits: 3

Terms Offered: Spring

In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, social media marketing, marketing research, new product development, international marketing, and sports marketing.

Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

MKT-328. CONSUMER BEHAVIOR**Credits:** 3**Terms Offered:** Spring

This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning.

Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

MKT-357. GLOBAL EBUSINESS**Credits:** 3**Terms Offered:** Fall

This course provides students with solid experience in creating market data-driven strategies for the future success of a business. More than ever before, marketers are responsible for getting results and for generating the appropriate metrics to determine whether their objectives were achieved. The course examines an application of statistical and information analysis to marketing decisions defined as 'Marketing Analytics' in electronic environments.

Pre-Requisites

[[MKT-221]] with a minimum grade of 2.0

MKT-462. MARKETING INTERNSHIP**Credits:** 3**Terms Offered:** Fall, Spring, Summer

The marketing internship is designed to provide students with advanced instruction and professional experience. Through a work-based learning experience, students gain an understanding of the internship site's work, as well how it potentially relates to their academic study in a real business setting.

Pre-Requisites

[[MKT-221]] and [[MGT-251]] with a minimum grade of 2.0

LDR. LEADERSHIP**LDR-201. INTRODUCTION TO LEADERSHIP****Credits:** 3

The introductory course in the Leadership Studies major provides a general overview of the field of leadership, various definitions, models and theories of leadership, as well as an opportunity for students to understand, reflect, and practice leadership in their environment. In addition, the Introduction to Leadership course will provide students with a basic introduction to leadership skills, provide opportunities to apply the leadership learning, and encourage students to learn more about the field by taking upper level courses.

LDR-202. ADVANCED LEADERSHIP THEORY AND PRACTICE**Credits:** 3

This course is designed to build upon fundamental leadership theory and further explore historical, classic, and contemporary leadership theories, models and perspectives within a variety of contexts. The course addresses the use and usefulness of various leadership styles and models in the decision-making process. Emphasis is placed on the student's personal growth and development. Through a series of self-assessments, students explore their personal leadership style. The class includes presentations and projects focused on increasing leadership skills.

LDR-461. CAPSTONE IN LEADERSHIP**Credits:** 3

This course is designed to provide a capstone experience in which students apply their accumulated knowledge, skills and abilities in leadership. The course will include both an in-class component and a cooperative education (see Cooperative Education section of this Bulletin for placement procedures), independent study, and/or an experiential component.

PPD. PERSONAL AND PROFESSIONAL DEVELOPMENT**PPD-101. PERSONAL AND PROFESSIONAL DEVELOPMENT I****Credits:** 1

The PPD Series begins with Personal and Professional Development 101, which adds value and depth to your learning program by explicitly targeting personal and professional competency assessment, development, practice and evaluation with a strong emphasis on self-awareness, working in teams, and an introduction to emotional intelligence competencies.

PPD-201. PERSONAL AND PROFESSIONAL DEVELOPMENT II**Credits:** 1

One credit Special studies and experiences in career focused areas of personal and professional development. The one-credit courses vary each semester and are taught by subject matter experts.

PPD-301. PERSONAL AND PROFESSIONAL DEVELOPMENT III**Credits:** 1

One credit special studies and experiences in leadership focused areas of personal and professional development. The topics will be relevant to leadership issues, leadership skills, showcasing leadership through the creation of an electronic portfolio, presentation of the electronic portfolio to outside business professionals, and receiving evaluation on work. The one-credit courses vary each semester and are taught by subject matter experts

PPD-401. PERSONAL AND PROFESSIONAL DEVELOPMENT IV**Credits:** 1

The PPD Series adds value and depth to your learning program by targeting personal and professional competency assessment, development, practice, and evaluation. [[PPD-401]] continues the Life Plan and prepares students for development of a Professional Learning Plan. Emphasis will be on continuous portfolio and résumé development, interview skills, and job search strategies, and exposure to recruiters and businesses.

Pre-Requisites

[[PPD-101]], [[PPD-201]], & [[PPD-301]]

BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL

Credits: 1

This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

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BA-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[ENT-152]].

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum grade of 2.0

BA-153. MANAGEMENT FOUNDATIONS

Credits: 3

Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

BA-319. BUSINESS STATISTICS

Credits: 3

Terms Offered: Fall

An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with [[EC-319]]

Pre-Requisites

[[MTH-101]] or higher

BA-335. LAW AND BUSINESS

Credits: 3

This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW

Credits: 3

Terms Offered: Spring

This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT

Credits: 3

Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-338. INTERNATIONAL BUSINESS LAW

Credits: 3

Terms Offered: On Demand, Spring

The course will focus on international business law applicable to international business transactions. Topics covered will include comparable legal systems in the world and the law relative to 1) international sales, transport, credit and commercial agreements; 2) trade law including imports, customs, tariff regulations/agreements, regional free trade areas; 3) regulation of the marketplace including licensing, patent, advertising, sales representation, foreign investment and business formation, currency risk, anti-trust, employment and environmental law. This course is offered every other fall – odd years.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-419. QUANTITATIVE DECISION MAKING

Credits: 3

This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

Pre-Requisites

[[BA-319]] or [[MTH-150]]

BA-461. BUSINESS STRATEGY AND DECISION-MAKING**Credits:** 3

The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites

[[MKT-221]], [[EC-101]], [[EC-102]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-462. PROFESSIONAL BUSINESS EXPERIENCE**Credits:** 3**Pre-Requisites**

[[MKT-221]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE**Credits:** 3

This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites

Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE**Credits:** 3

The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student's understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.