

ENTREPRENEURSHIP MINOR

The Entrepreneurship minor is an in-seat residential program on the Charleston campus.

The Minor in Entrepreneurship is designed to encourage students from other disciplines outside the BSBA majors to develop entrepreneurial skills. The minor is founded on the understanding that a common process exists for realizing new ventures, whether start-up businesses, non-profits, artistic endeavors or growth within existing enterprises.

The program focuses on developing the entrepreneurial mindset and the ability to think and act creatively, innovatively, opportunistically, and proactively. Skills learned in entrepreneurship classes will apply to any business – large or small, public or private, corporate or not-for-profit, local or global. Students will learn to recognize, create and shape opportunities, provide leadership, and build teams to create economic and social value.

The University of Charleston believes that experiential, active engagement is the most effective way to help students acquire the skills, knowledge, and mindset fundamental to entrepreneurship.

Entrepreneurship Minor Learning Outcomes

1. Integrate marketing and communication skills to demonstrate innovative solutions to business formation and growth.
2. Demonstrate competency in developing and executing strategic approaches to business operations and challenges.
3. Apply financial, operational, and market knowledge to create business plans and presentations that identify paths to value creation.

Minor Program Requirements

The Entrepreneurship Minor consists of 24 credit hours.

| Entrepreneurship Minor Courses | | |
|--------------------------------|---|-----------|
| Course | | Credits |
| ENTR 201 | Introduction to Innovation & Entrepreneurship | 3 |
| BUSI 232 | Business Law II | 3 |
| MRKT 240 | Introduction to Sales & Personal Selling | 3 |
| ENTR 320X | Applied Entrepreneurship | 3 |
| MGMT 318 | Small Business Management | 3 |
| MRKT 371 | Digital Marketing | 3 |
| MGMT 445 | Operations Management | 3 |
| ENTR 420X | Finance and Strategy Capstone | 3 |
| Total | | 24 |

Entrepreneurship Concentration

Students pursuing other BSBA majors can add Entrepreneurship as a concentration (12 credits). The Entrepreneurship concentration will allow BSBA majors to develop an understanding of all phases of business ventures – including conception, launch, and sustainability. Students will learn how to develop a business plan and launch their own venture. The 12 credit hours required for a concentration in Entrepreneurship are:

| Entrepreneurship Concentration | | |
|---------------------------------|--|-----------|
| ENTR 201 | Intro to Innovation & Entrepreneurship | 3 |
| ENTR 320X | Applied Entrepreneurship | 3 |
| MGMT 318 | Small Business Management | 3 |
| ENTR 420X | Finance and Strategy Capstone | 3 |
| Total for Concentration: | | 12 |