

Narrative Summary of the New Entrepreneurship Major

1st year (freshmen):

In the spring, apply for admission to the Entrepreneurship major. To continue in the Entrepreneurship Major, you must satisfy the College of Business Admission requirements by the end of the second year.

2nd year (sophomore):

You will take two 2-credit hour courses in a fall-spring sequence introducing you to entrepreneurship. The fall semester will focus on opportunity recognition, writing mini-business plans and finding and negotiating with suppliers. The spring will focus on basic bookkeeping and reading financial statements, selling and marketing, and growing a business. The courses will be taken in conjunction with two 1-credit hour labs wherein small teams of students will be funded up to \$5,000 to start, run, and harvest a micro-business. You must complete the College of Business admission requirements by the end of the second year to continue in the major.

3rd year (junior):

You will take New Venture Finance for Entrepreneurship Majors, which focuses on the advantages and costs of each major source of new venture capital and the process of obtaining it. You will also begin to take their your entrepreneurship electives from a list that includes: Commercializing New Technologies, Corporate Venturing and Entrepreneurial Strategies, Family Business, Franchising, Managing New Venture Growth, Small and New Venture Analysis and Consultation, Social Entrepreneurship, Woman and Minorities in New Ventures

4th year (senior):

You will take two 3-credit hour courses in a fall-spring sequence. The first semester will focus on opportunity recognition, market research, and feasibility. A market feasibility study will be the major deliverable. The second course will focus on business planning and marketing. The major deliverable from this course will be a business plan and tradeshow display. Other topics covered in the sequence will include technology commercialization and law, in depth financial analysis, and human resource management. You will be paired with a mentor-entrepreneur from the community, and you may have the option to work with a university inventor. Final business plans will be entered into the Jim Moran Institute Business Plan Competition.

New Course Requirements for the Entrepreneurship Major Beginning Fall 2009

All students must complete: 1) the University-wide baccalaureate degree requirements summarized in the "Undergraduate Degree Requirements" chapter of the *General Bulletin*; 2) the lower-division prerequisites for entrepreneurship majors; 3) the general business core requirements for entrepreneurship majors; 4) the general business breadth requirements for entrepreneurship majors; and 5) the major area requirements for entrepreneurship majors.

Note: The Entrepreneurship major is a limited access program. The Entrepreneurship major is designed to take three years. Students should apply for admission to the Entrepreneurship major in the spring of their first year. Admitted students will take the 2000-level Entrepreneurship core requirements in their second year. Students must meet the admission requirements of the College of Business by the end of their second year in order to continue in the major.

Lower-division Prerequisites

All entrepreneurship majors must complete the following courses. A grade of "C-" or better must be earned in each course. All of these courses (except ACG 2071) must be completed prior to admission to the College of Business.

- ACG 2021** Financial Accounting
- ACG 2071** Managerial Accounting
- CGS 2100** Microcomputer Applications for Business
- ECO 2013** Principles of Macroeconomics
- ECO 2023** Principles of Microeconomics
- MAC 2233** Calculus for Business and Non-Physical Sciences
- STA 2023** Fundamental Business Statistics

General Business Core Requirements

All entrepreneurship majors must complete the following five (5) courses. A grade of "C-" or better must be earned in each course.

- BUL 3310** The Legal and Ethical Environment of Business (3)
- FIN 3403** Financial Management of the Firm (3)
- GEB 3213** Business Communication (3)
- MAN 3240** Organizational Behavior (3)
- MAR 3023** Basic Marketing Concepts (3)

General Business Breadth Requirements

All entrepreneurship majors must complete three (3) courses as follows. Each course selected must be completed with a grade of "C–" or better. No course may be used to satisfy part of the general business breadth requirements and part of the major area requirements.

RMI 3011 Risk Management/Insurance (3)

MAN 4720 Strategic Management and Business Policy (3)

Plus one (1) elective from the following list of courses:

FIN 3244 Financial Markets, Institutions, and International Finance Systems (3)

HFT 3240 Managing Service Organizations (3)

ISM 3003 Foundations of Management Information Systems (3)

MAN 3600 Multinational Business Operations (3)

MAR 3400 Professional Selling (3)

QMB 3200 Quantitative Methods for Business Decisions (3)

REE 3043 Real Estate (3)

Major Area Requirements

All entrepreneurship majors must complete nineteen (19) credit hours as listed below. A grade of "C–" or better must be earned in each course used to satisfy the entrepreneurship major area requirements.

MAN 2XXX Creating and Managing New Ventures (2)

MAN 2XXXL Creating and Managing New Ventures Laboratory (1)

MAN 2XXX Managing and Harvesting New Ventures (2)

MAN 2XXXL Managing and Harvesting New Ventures Laboratory (1)

MAN 3XXX Financing New Ventures (3)

MAN 4XXX Creating New Ventures I: Opportunity Recognition and Market Feasibility (3)

MAN 4XXX Creating New Ventures II: Business Planning and Competing for Capital (3)

Plus four (4) credit hours from the following list of courses:

MAN 3XXX Commercializing New Technologies (2)

MAN 3XXX Corporate Venturing and Entrepreneurial Strategies (2)

MAN 3XXX Family Business (2)

MAN 3XXX Franchising (2)

MAN 4XXX Managing New Venture Growth (2)

MAN 4XXX Seminar in Small Business Analysis and Assistance (4)

MAN 3XXX Social Entrepreneurship (2)

MAN 3XXX Women and Minorities in New Ventures (2)