Minor in Entrepreneurship and Innovation Management

Requirements

15 credit hours are required, at least 6 of the required 15 credit hours must be taken from Management designated course numbers from the approved course list.

Required Core (3 credit hours): Choose one of the following

- MANGMT 4700 Principles of Entrepreneurship
- ABM 3283 Fundamentals of Entrepreneurship
- T_A_M 3800 Retail Entrepreneurship

Experiential Core (minimum of 6 credit hours)

- MANGMT 2700 Introduction to Entrepreneurship
- MANGMT 3720 The Entrepreneurial Mindset
- MANGMT 3760 Design Thinking for New Business Innovation
- MANGMT 4740 Entrepreneurial Consulting for Small Business
- FINANC 4840 Angel Capital Education Program
- JOURN 4246 Taking People With You: Entrepreneurial Leadership and Innovation
- JOURN 4444 Team-Based Mobile Device Application Development
- JOURN 4734 Journalism and Chaos: How to Understand and Cover 21st Century Business Models
- JOURN 4736 Changing Media Business Models
- BUS_AD 4500 Professional Development Program - Internship
- MANGMT 4940 Professional Management Internship
- ABM 4940 Internship Opportunities
- ARCHST 4940 Internship in Environmental Design
- MUS_GENL 4540 Music Entrepreneurship Practicum
- T_A_M 4949 Field Training in Textiles and Apparel Management

Electives (minimum of 6 credit hours)

- MANGMT 4710 The Entrepreneurial Process
- MANGMT 4730 New Business Planning and Management

Any one of the following accounting classes:

- ACCTCY 2010 Introduction to Accounting
- ACCTCY 2036 Accounting I
- ACCTCY 3347 Cost and Managerial Accounting
- ACCTCY 4353 Introduction to Taxation
- ACCTCY 4356 Financial Accounting Concepts
- ACCTCY 4365 Governmental Accounting and Budgeting
- MRKTNG 4420 Sales Management
- MRKTNG 4650 e-Marketing
- ABM 3224W New Products Marketing - Writing Intensive
- ABM 4983W Strategic Entrepreneurship in Agri-Food - Writing Intensive
- ARCHST 4710 Design Business Practices
- MUS_GENL 4512 Principles of Arts Entrepreneurship

MUS_GENL 4514 Arts Marketing

The following courses are options for Journalism Majors only:

- JOURN 4150 Using Infographics
- JOURN 4212 Sports and Entertainment Promotion
- JOURN 4213 Strategic Communication Mobile Sports Production
- JOURN 4214 Strategic Communication Integrated Sports Production
- JOURN 4216 Media Sales
- JOURN 4250 Management of Strategic Communication
- JOURN 4252 Branded Strategic Storytelling
- JOURN 4254 Tools, Techniques and Technology of Visual Storytelling
- JOURN 4263 Digital Strategy II
- JOURN 4375 Documentary Business and the Public Sphere
- JOURN 4464 Magazines Across Platforms
- JOURN 4502 Multimedia Planning and Design
- JOURN 4700 Engaged Journalism
- JOURN 4970W Strategic Campaigns - Writing Intensive
- JOURN 4974 Advanced Internet Applications for Radio/TV News
- JOURN 4992 Innovation and Audience Outreach in Converged Media
- JOURN 4994 Magazine Publishing
- JOURN 4978 Media Management and Leadership
- JOURN 4984 Magazine Staff

+ This Spring course is open to students from all disciplines but students must apply for instructor consent by a deadline in the Fall.

* Students must be Journalism Majors for the course to count towards the minor.

^ Internship option based on Consistent Standards (no more than three credit hours total of internship credit can be counted toward the minor and specific internship must be preapproved by the Director of the Minor). Must be in a declared degree program within the School or College offering the course. For example: MU_GENL if only for A&S students to take. Only exception is MANGMT 4940 which can be taken by both business majors and non-majors with approval from the Director of the Minor.