Minor in Entrepreneurship

The undergraduate minor in entrepreneurship is built upon three pillars: development of creativity, opportunity for innovative action, and management of entrepreneurial enterprises. It is available to students in the College of Business (BUSI); the College of Human Environmental Sciences (HES); and the School of Journalism (JOURN).

Students who wish to complete the minor are encouraged to declare their intention as soon as possible. This allows the required courses to be effectively integrated into their course schedules along with other courses required for their intended major. An advisory committee will be appointed to make administrative decisions related to the minor (course additions/deletions). The members will be recommended by deans of the participating schools and colleges. Primary responsibility for student advising falls within the home college of the student OR in the unit where students claim the minor (e.g. Arts and Sciences students).

The minor consists of 16 credit hours. Students must complete coursework in management, creativity, and innovation, as well as in a workshop series that represents a common learning experience for all MU entrepreneurship minors. Three hours of coursework is required in each area, and a one hour experiential seminar course. Students must select the final three hours to complete the minor from approved courses in one of the pillars. Each of the academic units that offer the minor recommend a set of courses, which are referred to as tracks. Details on those tracks are below.

**BUSI Track**

**Course 1: Management of Entrepreneurial Organizations & Enterprises**
- ABM 3283: Fundamentals of Entrepreneurship 3
- MANGMT 4700: Principles of Entrepreneurship 3

**Course 2: Development of Creativity**
Classes in the following areas are accepted: art, music, theater, textile and apparel management, architectural studies, human and family development, and engineering.
- ARCHST 1600: Fundamentals of Environmental Design 3
- ART_GNRL 1010: Introduction to Art 3
- ENGLISH 1510: Creative Writing: Introduction to Fiction 3
- H_D_FS 2510: Observation, Assessment, and Curriculum Planning 4
- IMSE 4550: Computer Aided Design and Manufacturing 4
- MUSIC_NM 1211: Fundamentals of Music I 2
- THEATR 2200: Introduction to Performance Studies 3

**Course 3: Organizational & Business Fundamentals**
- MANGMT 3000: Principles of Management 3

**Course 4: Entrepreneurial Individualized Perspective**
- MANGMT 3840: Introduction to Business Law 3

**Course 5: Practicum Capstone**
- FINPLN 4993: Internship in Personal Financial Planning 1-99
- JOURN 4992: Reporting, Editing and Marketing of Converged Media 3
- MANGMT 4730: New Business Planning and Management 3
- SOCIOL 4942: Service Learning in Sociology 3

**PLUS 1: Experiential Seminar**
- MANGMT 4185: Problems in Management 1

This seminar gives students exposure to a variety of experiences including lectures, networking with entrepreneurs, and participant observation.

**HES Track**

**Course 1: Management of Entrepreneurial Organizations & Enterprises**
- ABM 3283: Fundamentals of Entrepreneurship 3
- MANGMT 4700: Principles of Entrepreneurship 3

**Course 2: Development of Creativity**

**Course 3: Organizational & Business Fundamentals**
Students must take one course to develop a background in one of the general functions of a new business.
- ARCHST 2100: Understanding Architecture and the American City 3
- ARCHST 4430: Guiding Design with Historic Preservation 3
- H_D_FS 4570: Administration of Programs for Children and Families 3
- FINPLN 3283: Financial Planning: Computer Applications 3
- FINPLN 4382: Financial Planning: Risk Management 3
- FINPLN 4383: Financial Planning: Investment Management 3
- T_A_M 1300: Softgoods Retailing 3
- T_A_M 2300: Retail Finance and Merchandise Control 3
- T_A_M 3700: MultiChannel Retailing in the Digital World 3

**Course 4: Entrepreneurial Individualized Perspective**
- ARCHST 4940: Internship in Environmental Design 1-99
- H_D_FS 4993: Internship in Human Development and Family Science 1-30
- FINPLN 4993: Internship in Personal Financial Planning 1-99
- T_A_M 4949: Field Training in Textiles and Apparel Management 1-99
- NEP 4940: Internship in Nutritional Science and Exercise Physiology 1-6
JOURN Track

Course 1: Management of Entrepreneurial Organizations & Enterprises
A course designed to help students develop and understand the principles of entrepreneurship.

Recommended Courses:
- ABM 3283 Fundamentals of Entrepreneurship 3
- MANGMT 4700 Principles of Entrepreneurship 3

Course 2: Development of Creativity
The following sample courses are available only to upper-level journalism majors who have taken the required prerequisite coursework.

Recommended Courses:
- JOURN 4418 Critical Reviewing 3
- JOURN 4420 Editorial Writing 3
- JOURN 4500 Publication Design 3
- JOURN 4502 Multimedia Planning and Design 3
- JOURN 4508 Information Graphics 3
- JOURN 4550 Basic Photography and Photo Editing 3
- JOURN 4554 Visual Editing for Multimedia 3
- JOURN 4556 Fundamentals of Photojournalism 3
- JOURN 4558 Advanced Techniques in Photojournalism 3
- JOURN 4560 Staff Photojournalism 3
- JOURN 4564 Micro-Documentary Photojournalism and Videography 3
- JOURN 4662 Global News Across Platforms 3
- JOURN 4700 Participatory Journalism 3
- MANGMT 4710 The Entrepreneurial Process 3

Course 3: Organizational & Business Fundamentals
Students must take one course to develop a background in one of the general functions of a new business.

Recommended Courses:
- JOURN 4734 Journalism and Chaos: How to Understand and Cover 21st Century Business Models 3
- ACCTCY 2010 Introduction to Accounting 3
- ABM 3224 New Products Marketing 3
- MANGMT 3000 Principles of Management 3
- MANGMT 4730 New Business Planning and Management 3
- FINANC 2000 Survey of Business Finance 3

PLUS 1: Experiential Seminar

MANGMT 4185 Problems in Management 1

This seminar gives students exposure to a variety of experiences including lectures, networking with entrepreneurs, and participant observation.

JOURN Strategic Communication Track

Course 1: Management of Entrepreneurial Organizations & Enterprises
A course designed to help students develop and understand the principles of entrepreneurship.

Recommended Courses:
- ABM 3283 Fundamentals of Entrepreneurship 3

Course 2: Development of Creativity (within the major requires pre-reqs/consent of instructor)

Recommended Classes:
- JOURN 4208 Strategic Writing II (copywriters) 3
- JOURN 4228 Strategic Design and Visuals II (art directors) 3
- JOURN 4256 Public Relations 3

Course 3: Organizational & Business Fundamentals
A course designed to develop a background in one of the general functions of a new business.

Recommended Classes:
- ACCTCY 2010 Introduction to Accounting 3

Course 4: Opportunity for Innovative Experience and Action
Students take an internship that offers an opportunity to develop experience in innovation or students take an additional course 3 (management) or course 2 (creativity).

Recommended Courses:
- JOURN 4940 Internship in Journalism 1-6
- JOURN 4736 Changing Media Business Models 3

Course 5: Practicum Capstone
A capstone experience that requires students to synthesize entrepreneurial coursework or provides them with an opportunity for experiential learning toward an innovative outcome.

Recommended Courses:
- JOURN 4734 Journalism and Chaos: How to Understand and Cover 21st Century Business Models 3
- MANGMT 4720 Experiential Entrepreneurship (pending approval) 3
- MANGMT 4730 New Business Planning and Management 3
- INFOTC 4500 Team-Based Mobile Device Application Development 3
- JOURN 4974 Advanced Internet Applications for Radio/TV News 3
- JOURN 4992 Reporting, Editing and Marketing of Converged Media 3
- JOURN 4994 Magazine Publishing 3

PLUS 1: Experimental Seminar

In their last year of study, students take a (1 hour) experiential seminar that involves interacting with the on-campus offices that work with start-ups, innovators and entrepreneurs.

Recommended Courses:
- MANGMT 4185 Problems in Management 1

This seminar gives students exposure to a variety of experiences including lectures, networking with entrepreneurs, and participant observation.
Students take an internship that offers an opportunity to develop experience in innovation or students take an additional course 3 (management) or course 2 (creativity).

**Recommended Classes:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN 4734</td>
<td>Journalism and Chaos: How to Understand and Cover 21st Century Business Models</td>
<td>3</td>
</tr>
</tbody>
</table>

**Course 5: Practicum Capstone**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN 4734</td>
<td>Journalism and Chaos: How to Understand and Cover 21st Century Business Models</td>
<td>3</td>
</tr>
</tbody>
</table>

Experimental learning courses, where the student and the supervisor create an opportunity for innovative output.

**Recommended Classes:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOURN 4970</td>
<td>Strategic Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>MANGMT 4720</td>
<td>Experiential Entrepreneurship (pending approval)</td>
<td>3</td>
</tr>
</tbody>
</table>

**PLUS 1: Experimental Seminar**

In their last year of study, students take a (1 hour) experiential seminar that involves interacting with the on-campus offices that work with start-ups, innovators and entrepreneurs.

**Recommended Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANGMT 4185</td>
<td>Problems in Management</td>
<td>1</td>
</tr>
</tbody>
</table>