

# 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 Agriculture, Food and Natural Resources (CAFNR); the College of Business (BUSI); and the College of Human Environmental Sciences (HES); 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.

## CAFNR Track

For questions about the CAFNR Track contact Joe Parcell at parcellj@missouri.edu. (parcellj@missouri.edu)

### CAFNR Track

#### Course 1: Management of Entrepreneurial Organizations & Enterprises

AG_EC 3283	Fundamentals 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
ENGLSH 1510	Creative Writing: Introduction to Fiction	3
IMSE 4550	Computer Aided Design and Manufacturing	4
MUSIC_NM 1211	Fundamentals of Music I	2
T_A_M 3210	Computer Aided Design	3
THEATR 2200	Introduction to Performance Studies	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.

AG_EC 2223	Agricultural Sales	3
AG_EC 3282	Agribusiness Finance	3
AG_EC 3286	Economics of Managerial Decision Making	3
AG_EC 3224	New Products Marketing	3

#### Course 4: Entrepreneurial Individualized Perspective

Students select a course that offers an opportunity to develop experience in innovation or additional courses in management or creativity. May be a lab course, service learning, or group activity.

### Course 5: Practicum Capstone

AG_EC 4983	Strategic Entrepreneurship in Agri-Food	3
------------	---	---

### PLUS 1: Experiential Learning Experience

An internship experience whereby creativity fundamentals and initiative must be a component.	1
--	---

### PLUS 2: Social Development

Complete at least 15 hours of community service at a non-profit organization coordinated by MU's Office of Service Learning.	
--	--

## BUSI Track

### BUSI Track

#### Course 1: Management of Entrepreneurial Organizations & Enterprises

AG_EC 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
ENGLSH 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
T_A_M 3210	Computer Aided Design	3
THEATR 2200	Introduction to Performance Studies	3

#### Course 3: Organizational & Business Fundamentals

MANGMT 3000	Principles of Management	3
-------------	--------------------------	---

#### Course 4: Entrepreneurial Individualized Perspective

MANGMT 3540	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
T_A_M 4949	Field Training in Textiles and Apparel Management	1-99

### 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

### HES Track

#### Course 1: Management of Entrepreneurial Organizations & Enterprises

AG_EC 3283	Fundamentals of Entrepreneurship	3
MANGMT 4700	Principles of Entrepreneurship	3

#### Course 2: Development of Creativity

ARCHST 1100	Visual Design	3
ARCHST 1600	Fundamentals of Environmental Design	3
ARCHST 3100	Color and Light	3

T_A_M 1200	Basic Concepts of Apparel Design and Production	3
T_A_M 2380	Integrated Apparel Design and Production I	3
T_A_M 2480	Apparel and Textile Presentation Techniques	3
T_A_M 2580	Digital Textile and Apparel Applications	3
T_A_M 3380	Integrated Apparel Design and Production II	3
T_A_M 4480	Creativity and Problem Solving	3
H_D_FS 2510	Observation, Assessment, and Curriculum Planning	4

**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	Development and Administration of Child Services Programs	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	1-99
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

**Course 5: Practicum Capstone**

ARCHST 4990	Thesis Design Studio	4
H_D_FS 4570	Development and Administration of Child Services Programs	3
FINPLN 4389	Financial Planning: Capstone	3
T_A_M 4980	Apparel Production Management	4
T_A_M 4990	Retail Marketing and Merchandising	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 Track

**JOURN Track**  
**Course 1: Management of Entrepreneurial Organizations & Enterprises**

A course designed to help students develop and understand the principles of entrepreneurship.

Recommended Courses:

AG_EC 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
AG_EC 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
T_A_M 4100	Electronic Commerce Applications	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.	

## JOURN Strategic Communication Track

### 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:

AG_EC 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 3

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 Classes:

JOURN 4734	Journalism and Chaos: How to Understand and Cover 21st Century Business Models	3
------------	--	---

#### Course 5: Practicum Capstone

JOURN 4734	Journalism and Chaos: How to Understand and Cover 21st Century Business Models	3
------------	--	---

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

Recommended Classes:

JOURN 4970	Strategic Campaigns	3
MANGMT 4720	Experiential Entrepreneurship (pending approval)	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
-------------	------------------------	---