

# 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 3**

MANGMT 4700	Principles of Entrepreneurship	3
ABM 3283	Fundamentals of Entrepreneurship	3
T_A_M 3800	Retail Entrepreneurship	3

**Experiential Core (minimum of 6 credit hours)**

MANGMT 2700	Introduction to Entrepreneurship	3
MANGMT 3720	The Entrepreneurial Mindset	3
MANGMT 3760	Design Thinking for New Business Innovation	3
MANGMT 4740	Facilitation of Entrepreneurship and Innovation	3
FINANC 4840	Angel Capital Education Program	3
JOURN 4246	Entrepreneurial Leadership and Innovation +	3
JOURN 4444	Team-Based Mobile Device Application Development *	3
JOURN 4734	Journalism and Chaos: How to Understand and Cover 21st Century Business Models *	3
JOURN 4736	Changing Media Business Models *	3
BUS_AD 4500	Professional Development Program - Internship ^	3
MANGMT 4940	Professional Management Internship ^	3
ABM 4940	Internship Opportunities ^	1-3
ARCHST 4940	Internship in Environmental Design ^	1-3
MUS_GENL 4540	Music Entrepreneurship Practicum ^	1-2
T_A_M 4949	Field Training in Textiles and Apparel Management ^	3

**Electives (minimum of 6 credit hours)**

MANGMT 4710	Technology and the Entrepreneurial Process	3
MANGMT 4730	New Business Planning and Management	3

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	3
MRKTNG 4650	Digital Marketing	3
ABM 3224W	New Products Marketing - Writing Intensive	3
ABM 4983W	Strategic Entrepreneurship in Agri-Food - Writing Intensive	3
ARCHST 4710	Design Business Practices	3

MUS_GENL 4512	Principles of Arts Entrepreneurship	3
MUS_GENL 4514	Arts Engagement	3
The following courses are options for Journalism Majors only:		
JOURN 4150	Using Infographics	1
JOURN 4212	Sports and Entertainment Promotion	3
JOURN 4213	Strategic Communication Mobile Sports Production	3
JOURN 4214	Strategic Communication Integrated Sports Production	3
JOURN 4216	Media Sales	3
JOURN 4250	Management of Strategic Communication	3
JOURN 4252	Branded Strategic Storytelling	3
JOURN 4254	Tools, Techniques and Technology of Visual Storytelling	3
JOURN 4375	Documentary Business and the Public Sphere	2
JOURN 4464	Magazines Across Platforms	3
JOURN 4502	Multimedia Planning and Design	3
JOURN 4700	Engaged Journalism	1-3
JOURN 4820	Social Media and Audience Strategy	3
JOURN 4824	Applied Practice in Social Media and Audience Strategy	3
JOURN 4970W	Strategic Campaigns - Writing Intensive	3
JOURN 4992	Innovation and Audience Research in Digital Media	3
JOURN 4994	Magazine Publishing	3
JOURN 4978	Media Management and Leadership	3
JOURN 4984	Magazine Staff	3

+ 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.