

# MINOR IN ENTREPRENEURSHIP

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Students wishing to explore a start-up, small-business venture, or entrepreneurial venture based on their primary area of study; and who are in need of the business knowledge, tools, skills and experience to pursue such a career path, are encouraged to apply for the minor.

The minor in entrepreneurship is designed as a practical, business-building scaffold to a student's primary area of study, with the goal of enabling and accelerating the student's ability to create a small business or startup.

## Program Learning Outcomes

- a. Demonstrate a familiarity with the entrepreneurial paths and experiences of organizations and individuals from various industries and backgrounds.
- b. Apply business frameworks to identify and argue for, and justify the customer need for a service or product concept of their choosing.
- c. Devise and apply consumer testing methodology to access the viability of a service or product of their choosing.
- d. Utilize fundamental business principles to forecast the financial feasibility of a service or product concept of their choosing.
- e. Prepare, explain, and defend a business pitch deck.

## Entrepreneurship, Minor - 18 units

- Only one course may be taken credit/no credit (CR/NC).
- Students must maintain at least a 2.0 grade point average in the Entrepreneurship Minor core coursework.
- A minimum of 6 upper-division units are required to complete the minor.
- All coursework used to satisfy the requirements of the minor must be completed with a minimum grade point average of 2.0.

### Core (9 units)

Code	Title	Units
BUS 354	Starting a Small Business	3
BUS 433	Building the Entrepreneurial Venture: Growth Strategies for Established Small Businesses	3
BUS 436	Managing Entrepreneurial Organizations	3

### Electives (9 units)

Select Three:

Code	Title	Units
BECA 427	Media Entrepreneurship	3
BUS 430	Social Entrepreneurship: Mission-Driven Ventures	3
BUS 699	Independent Study	1-3
DES 405	How to Develop, Patent, and Market an Idea	3
FIN 370	Fundamentals of Real Estate	3
FIN 420	Introduction to FinTech	3
FIN 470	Fundamentals of Entrepreneurial Finance	3
MKTG 688	New Product Management Seminar	3
MKTG 689	New Product Marketing and Launch	3