

ENTREPRENEURSHIP

CREDITS 12

INTRODUCTION

The entrepreneurship minor allows students to evaluate their skills, talents, and potential role in the entrepreneurial ecosystem; Students will apply concepts that cover all major elements of venture creation.

Kanbar Students

COURSES

Required

- MGMT 111 Essentials of Entrepreneurship
- MGMT 411* Venture Creation (**recommended as final course in minor**)
- MKTG 302 Product Development and Innovation

Select one of the following

- MGMT 315 Communication, Negotiation, Creative Economy
- MKTG 305 Contemporary Brand Management
- MKTG 310 Integrated Marketing Communication
- DECG 480 Interdisciplinary Integrative Project

Non-Kanbar Students

COURSES

Required

- DECF 102 Finding & Shaping Opportunity
- MGMT 111 Essentials of Entrepreneurship
- MGMT 411* Venture Creation (**recommended as final course in minor**)
- MKTG 302 Product Development and Innovation

LINK TO MINOR FORM

<http://www.eastfalls.jefferson.edu/successcenter/inc/pdf/advising/DeclaringaMinor.pdf>