Do you see yourself as an **innovator**, **leader** and **value creator**?
Are you interested in starting **your own business** or working with exciting **start-up companies**?

This minor seeks to accomplish this through academic courses blending the best of business theory with exposure to the best of business practice. As globalization and technological advancement lead to increasing complexity in business affairs, the Argyros School of Business and Economics strives to meet the educational needs of the next generation of business leaders.

**2014/2015 Catalog**

**Required courses (12 credits):**
- BUS 100 Introduction to Business 3
- BUS 110 Accounting and Finance for Non-majors 3
- MKTG 305 Fundamentals of Marketing for Non-majors 3
- MGMT 365 Introduction to Entrepreneurship 3

**Electives- three of the following (9 credits):**
- ECON 314 United States Business and Entrepreneurial History 3
- MGMT 369* Launching a New Venture- Real World Entrepreneurial Experience 3
- MGMT 379* From Idea to Business- Student Incubator 3
- MKTG 408 New Product Development 3
- MGMT 495 Special Topics in Entrepreneurship 3

**Total credits** 21

* Students may apply either MGMT 369 or MGMT 379 to the minor, but not both.
BUS 100 Introduction to Business
Does not count for Business or Accounting Major credit. An overview of the American business environment. Topics include forms of organizational structure, techniques of decision-making and control, managing and motivating people, marketing, production, accounting and funds management, globalization, technology and e-commerce. (Offered every semester.) 3 credits.

BUS 110 Accounting and Finance for Non-Majors
Does not count for Business or Accounting Major credit. An introduction to accounting information, financial statements and basic financial decision making. (Offered every semester.) 3 credits.

ECON 314 United States Economic and Entrepreneurial History
(Same as HIST 314.) Prerequisite, general knowledge of American history, normally satisfied by American high school courses or a college survey course. The course examines the changing roles of entrepreneurs, business, the financial structure, and government's role in the economy in the United States from colonial times to the present, with an emphasis on the 20th century. The entrepreneur's own ethics, lifestyle, and background will be examined. (Offered every semester.) 3 credits.

FIN 435 Financing Entrepreneurial Enterprises
Prerequisite, FIN 317. In-depth examination of financial issues of particular importance to entrepreneurs. Topics include estimating capital requirements and risk, identifying and evaluating sources of capital, and liquidity events. Issues associated with structuring partnership arrangements and other alliances will also be discussed. (Offered spring semester.) 3 credits.

MGMT 365 Introduction to Entrepreneurship
This course will present the student with the major themes of entrepreneurship - opportunity recognition, feasibility analysis, resource gathering, launching an organization, and managing growth. Students will run their own simulated manufacturing, technology, media, or other service-sector company, or not-for-profit organization. (Offered every semester.) 3 credits.

MGMT 369 Launching a New Venture - Real World Entrepreneurial Experience
Prerequisites, MGMT 365, or 437, or current enrollment, and consent of instructor. A strong interest/passion for learning how to launch a new startup venture is strongly recommended. Admission to the class will be granted based on the successful completion of an application and subsequent interview. This course is open to non-majors. (Offered as needed.) 3 credits.

MGMT 379 Incubator - Launching a Venture
Prerequisite, consent of instructor. This course is designed to aid entrepreneurial students in the development of their business ideas and entities. Students will identify the correct business model for their enterprise and develop a business strategy accordingly. In addition to weekly classes, students will have the opportunity to work with mentors and functional specialists from the local business community. A strong interest/passion for learning how to launch a new startup venture is strongly recommended. (Offered as needed.) 3 credits.

MGMT 437 Management of Entrepreneurial Enterprises
Prerequisites, MGMT 316, MKTG 304, FIN 317. This seminar introduces students to the basic activities required to successfully manage an entrepreneurial enterprise. Topics include generating entrepreneurial ideas, assessing the potential of new ventures, developing business plans, attracting capital, and taking a business public. Legal issues associated with new ventures will be discussed. (Offered every semester.) 3 credits.

MGMT 485 Seminar in Business Consulting
Prerequisite, MGMT 316. This course reviews entrepreneurship principles and concepts of the consulting process. Students participate as a consultant on a student team assigned to work on a real-world problem faced by a business organization. (Offered every semester.) 3 credits.

MGMT 495 Special Topics in Entrepreneurship
In-depth study of an entrepreneurship topic, content of course changes every semester. May be repeated once. (Offered as needed.) 3 credits.

MKTG 305 Fundamentals of Marketing for Non-Majors
Prerequisite, non-ASBE majors. An introductory course in marketing for non-business majors. The primary objectives of this course are to develop an understanding of the marketing philosophy, the marketing processes and institutions, and to develop management-oriented decision-making skills. Some sections of this course will be taught as a hybrid course or online only. (Offered every semester.) 3 credits.

MKTG 405 Internet Marketing
Prerequisite, MKTG 304. This course provides a contemporary perspective on how the Internet and social media can be used to develop and maintain effective customer relationships. (Offered every year.) 3 credits.

MKTG 407 Marketing Research
Prerequisites, MGSC 209, and either MKTG 304, or 305. Application of analytical tools to marketing problems including markets, products, distribution channels, sales efforts, and advertising. Emphasis on planning, investigation, collection, interpretation of data, and presentation of results. (Offered fall semester.) 3 credits.

MKTG 408 New Product Development
Prerequisite, MKTG 304. New products and services are essential to increase sales, profits, and even company survival rate in many industries. Unfortunately, the failure rate of new product/service introductions is increased because of a lack of understanding of the new product development process itself. This course examines new product/service development from opportunity identification through launch. Best industry practices, development team dynamics, integration of products and services to offer higher value/benefits to users, sales forecasting, and a semester-long marketing plan project are all cornerstones of the course. (Offered every year.) 3 credits.