

ENTREPRENEURSHIP AND INNOVATION, MINOR

The Entrepreneurship and Innovation minor is designed for individuals who may want to start a business, create a new product, or identify a service niche. Students will develop skills such as how to conduct a market analysis, present an investment pitch, write a business plan, and formulate a budget. The ability to generate innovative growth is in great demand throughout various industries.

This minor is designed to serve both business and non-business majors.

Program Requirements

Code	Title	Credit Hours
Required Courses		
MGMT 3101	Mgmt. Prin. & Org. Behavior	3
MKTG 3101	Principles of Marketing	3
MGMT 4311	Entrepreneurship	3
MGMT 4312	Social Innovation and Entrepre	3
MGMT 4320	Creativity & Mgmt. of Change	3
Total Credit Hours		15