

## 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
- MGMT 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>