

## Minor in Entrepreneurship October 2020

### Description

The Minor in Entrepreneurship at JCU is a unique program that allows non-business as well as business students to acquire the entrepreneurial mindset that will enable them to start their own company, participate in a family business or develop innovative ideas in traditional settings. The program is tailored to students, based on their interests, capabilities and objectives. Entrepreneurship lends itself to cross-disciplinarity and therefore combines well with any major.

The Minor is structured around three pillars:

- **Entrepreneurial foundations**, consisting of (1) Introduction to Entrepreneurship, which guides students through the ideation, validation and business modeling process, and (2) Strategic Decisions in Entrepreneurship, a 'capstone' 400-level case-based course.
- **Entrepreneurship, technology and innovation** courses that help students understand the nature of an opportunity and the path to implementation.
- **Skill-building or industry specific** courses that enable students to deepen their understanding of the context in which they wish to operate, as well as acquire skills they can deploy in the pursuit of an entrepreneurial idea.

The minor can be tailored to specific interests, such as social change, art/beauty/culture, or technology, as indicated below.

### Learning Outcomes for the Minor in Entrepreneurship

Students who successfully complete the minor will be able to:

- Understand the role and challenges of an entrepreneur
- Understand how to evaluate opportunities
- Systematically generate and evaluate business ideas
- Understand key elements of a successful entrepreneurial strategy
- Define a working business model
- Formulate and deliver a persuasive elevator pitch
- Develop their own entrepreneurial network

### Requirements for the Minor

There are four main paths in this minor, to tailor it to students' backgrounds, interests and needs:

- **Standard, for profit entrepreneurship path.**
- **Social innovation path**, for students interested in applying entrepreneurial tools to create social good.
- **Innovation in Art and Humanities path**, for students who want to apply entrepreneurship to these disciplines.
- **Innovation and Technology path**, for students interested in technology-driven entrepreneurship.

The minor consists of six courses, selected based on the student’s objectives for the minor, as indicated below for each of the paths.

### For Profit Entrepreneurship Path

<b>Two Mandatory Courses:</b>	
<ul style="list-style-type: none"> <li>• BUS 305 Introduction to Entrepreneurship (no pre-requisites)</li> <li>• BUS 410 Strategic Decisions in Entrepreneurship (no pre-requisites, BUS 305 recommended)</li> </ul>	
<b>Four Additional Courses from the following:</b>	
Up to four of the following entrepreneurship/business related courses:	Up to two of the following skill-building or domain-related courses
<ul style="list-style-type: none"> <li>• For-credit internship in a startup</li> <li>• BUS 335 International Entrepreneurship (no pre-requisites)</li> <li>• BUS 345 Innovation and Information Technology (no pre-requisites)</li> <li>• BUS/CMS 361 Social Networks and Media Management (no pre-requisites)</li> <li>• BUS/EC 336 Entrepreneurial Ecosystems</li> <li>• BUS/ITS 260 Made in Italy</li> <li>• CMS 370 Digital Disruption: Technological Change and Digital Platforms</li> <li>• FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)</li> <li>• MKT 304 New Product Management (pre-requisite MKT 301)</li> <li>• MKT 340 e-Marketing (pre-requisite MKT 301)</li> <li>• MKT 370 Entrepreneurial Marketing (no pre-requisites)</li> <li>• MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)</li> <li>• Courses that contain “entrepreneurship”, “innovation” or “technology” in the title</li> </ul>	<ul style="list-style-type: none"> <li>• AS 260 Foundations of 3D Design</li> <li>• AS 311 Advanced Graphic Design (pre-requisite AS 101)</li> <li>• AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)</li> <li>• COM 230 Foundations of Digital Video Production</li> <li>• CS 131 Web Design II (pre-requisite CS 130)</li> <li>• DMA 328 Promotional Videos (pre-requisite COM 230)</li> <li>• DMA 322 Digital Storytelling and Community Engagement</li> <li>• DMA 325 Motion Graphics and Visual Effects</li> <li>• DMA 333 TV Studio Lab</li> <li>• DMA 434 TV Production Practicum I (pre-requisites DMA 333, EXP 1015, professor recommendation)</li> <li>• ITS/BUS 260 Made in Italy: The Italian Business Environment</li> </ul>

### Social Innovation Path

<b>Two Mandatory Courses:</b>	
<ul style="list-style-type: none"> <li>• MGT 345 Social Entrepreneurship (no pre-requisites)</li> <li>• ONE of: <ul style="list-style-type: none"> <li>○ MKT 350 Marketing for Non-Profit Organizations (no pre-requisites)</li> <li>○ MKT 355 Social Marketing and Fundraising (no pre-requisites)</li> </ul> </li> </ul>	
<b>Four Additional Courses from the following:</b>	
Up to four of the following entrepreneurship/business related courses:	Up to two of the following skill-building or domain-related courses
<ul style="list-style-type: none"> <li>• For-credit internship in a startup that creates social value</li> <li>• BUS 305 Introduction to Entrepreneurship (no pre-requisites)</li> <li>• BUS 335 International Entrepreneurship (no pre-requisites)</li> <li>• BUS 342 Leadership, Mindfulness, and Emotional Intelligence (no pre-requisites)</li> </ul>	<ul style="list-style-type: none"> <li>• AS 260 Foundations of 3D Design</li> <li>• AS 311 Advanced Graphic Design (pre-requisite AS 101)</li> <li>• AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)</li> <li>• COM 230 Foundations of Digital Video Production</li> <li>• CS 131 Web Design II (pre-requisite CS 130)</li> <li>• DMA 328 Promotional Videos</li> </ul>

<ul style="list-style-type: none"> <li>• BUS 345 Innovation and Information Technology (no pre-requisites)</li> <li>• BUS 410 Strategic Decisions in Entrepreneurship (BUS 305 or MGT 345 recommended)</li> <li>• BUS/CMS 361 Social Networks and Media Management (no pre-requisites)</li> <li>• BUS/EC 336 Entrepreneurial Ecosystems</li> <li>• CMS 370 Digital Disruption: Technological Change and Digital Platforms</li> <li>• FIN 335 Entrepreneurial Finance (FIN 301 recommended)</li> <li>• MKT 304 New Product Management (pre-requisite MKT 301)</li> <li>• MKT 350 Marketing for Non-Profit Organizations (no pre-requisites)</li> <li>• MKT 355 Social Marketing and Fundraising (no pre-requisites)</li> <li>• MKT 340 e-Marketing (pre-requisite MKT 301)</li> <li>• MKT 370 Entrepreneurial Marketing (no pre-requisites)</li> <li>• MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)</li> <li>• Courses that contain “entrepreneurship”, “innovation” or “technology” in the title</li> </ul>	<ul style="list-style-type: none"> <li>• DMA 322 Digital Storytelling and Community Engagement</li> <li>• DMA 325 Motion Graphics and Visual Effects</li> <li>• DMA 333 TV Studio Lab</li> <li>• DMA 434 TV Production Practicum I</li> <li>• Up to ONE EC course that develops an understanding of a specific geographical context (e.g. EC 343 Economics of China)</li> <li>• PL/SOSC 207 Migration and Contemporary Society</li> <li>• PL 230 Human Rights</li> <li>• PL 323 International Migration</li> <li>• SOSC/ITS 225 Sociology of Southern Italy</li> </ul>
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### Innovation in Art and Humanities Path

<b>Two Mandatory Courses:</b>	
<ul style="list-style-type: none"> <li>• BUS 305 Introduction to Entrepreneurship (no pre-requisites)</li> <li>• BUS 410 Strategic Decisions in Entrepreneurship (no pre-requisites, BUS 305 recommended)</li> </ul>	
<b>Four Additional Courses from the following:</b>	
Up to four of the following entrepreneurship/business related courses:	Up to two of the following skill-building or domain-related courses
<ul style="list-style-type: none"> <li>• For-credit internship in a startup</li> <li>• BUS 335 International Entrepreneurship (no pre-requisites)</li> <li>• BUS 345 Innovation and Information Technology (no pre-requisites)</li> <li>• BUS/EC 336 Entrepreneurial Ecosystems</li> <li>• BUS/ITS 260 Made in Italy</li> <li>• CMS 370 Digital Disruption: Technological Change and Digital Platforms</li> <li>• EN 288 Literature and Digital Humanities</li> <li>• FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)</li> <li>• MGT 345 Social Entrepreneurship (no pre-requisites)</li> <li>• MKT 304 New Product Management (pre-requisite MKT 301)</li> <li>• MKT 340 e-Marketing (pre-requisite MKT 301)</li> <li>• MKT 370 Entrepreneurial Marketing (no pre-requisites)</li> <li>• MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)</li> </ul>	<ul style="list-style-type: none"> <li>• AH 271 Curating Museums and Galleries</li> <li>• AS 260 Foundations of 3D Design</li> <li>• AS 311 Advanced Graphic Design (pre-requisite AS 101)</li> <li>• AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)</li> <li>• BUS/CMS 361 Social Networks and Media Management</li> <li>• COM 230 Foundations of Digital Video Production</li> <li>• CS 131 Web Design II (pre-requisite CS 130)</li> <li>• DMA 328 Promotional Videos</li> <li>• DMA 322 Digital Storytelling and Community Engagement</li> <li>• DMA 325 Motion Graphics and Visual Effects</li> <li>• DMA 333 TV Studio Lab</li> <li>• DMA 434 TV Production Practicum I</li> <li>• PH 304 Philosophy of Art and Beauty</li> </ul>

<ul style="list-style-type: none"> <li>• Courses that contain “digital humanities”, “entrepreneurship”, “innovation” or “technology” in the title</li> </ul>	
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### Innovation and Technology Path

<b>Two Mandatory Courses:</b>	
<ul style="list-style-type: none"> <li>• BUS 305 Introduction to Entrepreneurship (no pre-requisites)</li> <li>• BUS 410 Strategic Decisions in Entrepreneurship (no pre-requisites, BUS 305 recommended)</li> </ul>	
<b>Four Additional Courses from the following:</b>	
Up to four of the following entrepreneurship/business related courses:	Up to two of the following skill-building or domain-related courses
<ul style="list-style-type: none"> <li>• For-credit internship in a tech startup</li> <li>• BUS 335 International Entrepreneurship (no pre-requisites)</li> <li>• BUS 345 Innovation and Information Technology (no pre-requisites)</li> <li>• BUS/CMS 361 Social Networks and Media Management (no pre-requisites)</li> <li>• CMS / BUS 385 Surveillance, Privacy and Social Identities: Practices and Representations</li> <li>• BUS/EC 336 Entrepreneurial Ecosystems</li> <li>• CMS 370 Digital Disruption: Technological Change and Digital Platforms</li> <li>• FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)</li> <li>• MGT 345 Social Entrepreneurship (no pre-requisites)</li> <li>• MGT/CS 337 Cybersecurity and Data Privacy Management</li> <li>• MGT/CS 338 Management and Information Systems</li> <li>• MKT 304 New Product Management (pre-requisite MKT 301)</li> <li>• MKT 340 e-Marketing (pre-requisite MKT 301)</li> <li>• MKT 370 Entrepreneurial Marketing (no pre-requisites)</li> <li>• MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)</li> <li>• Courses that contain “entrepreneurship”, “innovation” or “technology” in the title</li> </ul>	<ul style="list-style-type: none"> <li>• AS 260 Foundations of 3D Design</li> <li>• AS 311 Advanced Graphic Design (pre-requisite AS 101)</li> <li>• AS 330 Graphic Design: Corporate Identity and Branding (pre-requisite AS 101)</li> <li>• BUS/CMS 361 Social Networks and Media Management</li> <li>• CMS/PH 320 Posthuman Studies: Philosophy, Technology, Media</li> <li>• CMS 335 Video Games: Culture &amp; Industry</li> <li>• CMS 370 Digital Disruption: Technological Change and Digital Platforms</li> <li>• COM 230 Foundations of Digital Video Production</li> <li>• CS 131 Web Design II (pre-requisite CS 130)</li> <li>• CS 160 Programming Concepts and Applications</li> <li>• CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)</li> <li>• CW/DMA 360 Creative Writing Workshop: Videogames</li> <li>• DMA 328 Promotional Videos</li> <li>• DMA 322 Digital Storytelling and Community Engagement</li> <li>• DMA 325 Motion Graphics and Visual Effects</li> <li>• DMA 333 TV Studio Lab</li> <li>• DMA 434 TV Production Practicum I</li> <li>• LAW/PL 220 Intellectual Property Theory and Law</li> <li>• PH 321 Bioethics</li> <li>• PH 325 Ethics of Emerging Technologies</li> </ul>

### General Requirements for All Minors

1. No more than one grade of lower than a C- will be accepted in courses applying to the minor.
2. In the case of multiple minors, no course may apply to more than one minor.
3. No more than two courses may apply to both the major and the minor.
4. At least four courses must be taken in residence at John Cabot.
5. Requirements for the minor must be completed by the time of graduation.