

IFE FOR YOU

- Business Plan Evaluation: assistance in preparing business plans, including suggestions on where to propose ideas.
- KEPLER Mentors for Growth: a network of JCU Alumni take students under their wings, providing advice and direction.
- 20+ real entrepreneurs per semester: young entrepreneurs share their experience with our students.
- Elevator Pitch Competition: allows students to perfect their skills in persuasive argument.
- Library Entrepreneurship Collection: a dedicated section with books, articles, videos and other material for entrepreneurs.

JCU Institute for Entrepreneurship

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INSTITUTE FOR ENTREPRENEURSHIP
Real Ideas Real People Real Community



JOHN CABOT UNIVERSITY

Minor in Entrepreneurship



INSTITUTE FOR ENTREPRENEURSHIP
Real Ideas Real People Real Community

Develop your business idea and launch a company before you graduate with our unique Minor in Entrepreneurship.

A unique program tailored to your aspirations.

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JCU Institute for Entrepreneurship

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Real Ideas. Real People. Real Community

Tel: 0668191318

The Minor in Entrepreneurship

The **Minor in Entrepreneurship** at JCU is a unique program that allows non-business as well as business students to **explore the possibility of starting their own company** or participating in a family business upon graduation. The program can be tailored to the individual interests of each student, by **combining entrepreneurial courses** with courses that would help students better understand the industry they intend to operate in.

STRUCTURE

BUS 305 Introduction to Entrepreneurship (*Junior Standing*)

Four elective courses that provide industry knowledge and foster skill building

MGT 410 Entrepreneurial Management (*Junior standing. Pre-requisites: BUS 305. Recommended for business students: FIN 301, MGT 301, MKT 301*)

The elective courses shall meet the following criteria:

- a. provide specific business tools and/or insight in the student's field of interest;
- b. together with the two mandatory courses, they create a logical progression that will help the student achieve his/her objectives upon graduation.

WHO CAN PURSUE THE MINOR?

Any student in good standing with a strong interest in entrepreneurship, regardless of major.

HOW TO DECLARE THE MINOR:

1. **Make an appointment** with the Director of the JCU Institute for Entrepreneurship (IFE).
2. **Download and fill in the Minor for Entrepreneurship Form** (MyJCU/Resources/Registrar)
3. **Meet with the Director of IFE**, taking the form with you; the Director will recommend a selection of courses and the optimal sequence based on your objectives and joint discussion.
4. **Make an appointment with your Advisor** to review the above recommendations. Your advisor may further refine the selection together with the IFE Director.
5. Once your Advisor has signed off on the form, **take it to the Registrar** to declare the Minor.

NOTE: if you do not declare the Minor, it will not appear on your transcript.

FOR ADVISORS – HOW DOES THE COLLABORATION WORK?

The main objective of the minor is to maintain flexibility while preserving academic integrity. The IFE Director will make a recommendation based on the student's objectives, while the Advisor will review the recommendation and make any changes deemed necessary in light of his/her understanding of the student's overall academic program.

INDICATIVE COURSES

BUS 305 Introduction to Entrepreneurship
BUS 335 International Management and Entrepreneurship
BUS 345 Innovation and Information Technology
BUS 360 Social Networks and Media Management
MGT 410 Entrepreneurial Management
MKT 304 New Product Management
MKT 340 E-Marketing
BUS/MGT/MKT 298/398 For-credit Internship in a start-up or early stage company
BUS/MGT/MKT/281/381 Independent Study in a related field

Other courses to be discussed with Advisor

INTERNSHIPS

The Institute for Entrepreneurship works closely with the Career Services Center to create internship opportunities in which students can learn about a specific industry from a real entrepreneur, and/or test their entrepreneurial and businesses skills.

WORKSHOPS AND NETWORKING EVENTS.

Students wishing to complete a Minor in Entrepreneurship are also expected to avail themselves of the many workshops and events organized by the JCU Institute for Entrepreneurship. A calendar of events is posted on the IFE bulletin board and notices with updates are sent regularly to all interested students.