

ENTREPRENEURSHIP

For undergraduate curriculum in business, major in entrepreneurship.

The Department of Management offers a major in Entrepreneurship. Students will complete the general education requirements (including business foundation courses), business core requirements for the Bachelor of Science (B.S.) degree, and 18 additional credits in the major.

The instructional objectives of the Entrepreneurship major are to provide students with an in-depth and rigorous study of the field of entrepreneurship. Upon graduation, students are better prepared to identify and exploit business opportunities, start their own business, assist other entrepreneurs in starting or running a business, or contribute to entrepreneurial and innovative activities in established organizations.

Success in entrepreneurship requires a broad base of conceptual knowledge, personal skills, and competencies. The required courses in the major provide a variety of rich developmental experiences that include applied learning, case analysis, research projects, team-based active learning projects, and guest speakers, in addition to traditional classroom lectures and discussions. The Entrepreneurship major places a strong emphasis on written and oral communication skills, teamwork, creativity, leadership, and personal initiative.

Entrepreneurship majors are required to complete 18 credit hours of entrepreneurship or management department-approved courses.

Included in these 18 credits are four required courses:

REQUIRED COURSES (12 CREDITS)

ENTSP 310	Entrepreneurship and Innovation	3
ENTSP 313	Feasibility Analysis and Business Planning	3
ENTSP 320	Corporate Entrepreneurship, Innovation and Technology Management	3
ENTSP 480	Applied Entrepreneurship: Executing New Ventures and Projects	3

ELECTIVE COURSES (6 CREDITS)

Select two 3-credit courses:

ACCT 316	Business Law	3
ACCT 371X	Entrepreneurship and Accounting Information	3
AESHM 474	Entrepreneurship in Human Sciences	3
ECON 334	Entrepreneurship in Agriculture	3
ENTSP 367	International Entrepreneurship	3
ENTSP 410	Social Entrepreneurship	3
ENTSP 431X	Small Business Finance Decisions	3
or FIN 431X	Small Business Finance Decisions	
ENTSP 485	Trends and Theories of Entrepreneurship	3
FIN 415	Business Financing Decisions	3

MGMT 471	Personnel and Human Resource Management	3
MGMT 472	Management of Diversity	3
MKT 447	Consumer Behavior	3
SCM 340	Project Management	3
or MIS 340	Project Management	
SCM 453	Supply Chain Planning and Control	3

The department also offers an Entrepreneurship minor for non-Entrepreneurship majors in the Ivy College of Business. The minor requires 15 credits from an approved list of courses, of which 9 credits must stand alone. Students with declared majors have priority over students with declared minors in courses with space constraints.

Entrepreneurship, B.S.

Freshman

Fall	Credits Spring	Credits
BUSAD 102 (or 103)	1 BUSAD 250	3
COM S 113	3 MATH 151	3
ECON 101	3 ECON 102	3
ENGL 150	3 HUM/SOC SCI	3
MATH 150	3 International Perspectives	3
LIB 160	1	
HUM/SOC SCI	3	
17		15

Sophomore

Fall	Credits Spring	Credits
BUSAD 203	1 Core Business Courses	6
ACCT 284	3 SP CM 212	3
ENGL 250	3 ACCT 215	3
STAT 226	3 PHIL 230	3
HUM/SOC SCI	3	
General Elective	3	
16		15

Junior

Fall	Credits Spring	Credits
Core Business Courses	6 Core Business Courses	3
Natural Science	3 Major Courses	6
Major Courses	3 U.S. Diversity Elective [#]	3
ENGL 302	3	
15		12

Senior

Fall	Credits Spring	Credits
General Elective	3 MGMT 478*	3

International/Global Perspectives	3 Major Course	3
Major Courses	6 General Electives	8
Core Business Course	3	
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	15	14

@ Courses in these requirements may also be used as Global Perspective.

US Diversity courses may be used to satisfy HUM/SOC SCI.

* All core classes must be completed prior to taking MGMT 478 in the graduating semester.

Students must be admitted to the professional program in business to major in entrepreneurship. The requirements to enter the professional program are:

1. Completion of 30 credits, Foundation Courses, ENGL 150, and all ENGL 101/99 courses if required.
2. A minimum GPA of 2.50 either cumulative or in the Foundation Courses.

Graduation Requirements:

1. Grade of "C" or higher in at least 30 credits of Core and Major courses.
2. 42 credits of 300+ level courses.
3. 50% of required Business courses must be earned at ISU.
4. At least 32 credits and the LAST 32 credits must be earned at ISU.
5. 122 Credits minimum and a Cumulative GPA of at least 2.00
6. Grade of "C" or higher in 2 of the 3 required ENGL courses.

Graduate Study

The Department of Management participates in the PhD in Business and Technology with an Entrepreneurship specialization. The program is a 56-credit (minimum) curriculum designed around four interrelated areas (core, specialization, minor, and research methods) and dissertation. The focus of the specialization is on preparing students to conduct and publish scholarly research in the fields of Entrepreneurship, Innovation, and Technology Management.

Courses primarily for undergraduates:

ENTSP 310: Entrepreneurship and Innovation

(Cross-listed with MGMT). (3-0) Cr. 3. F.S.

Prereq: Sophomore classification

Review of the entrepreneurial process with emphasis on starting a new business. How to analyze opportunities, develop an innovative product, organize, finance, market, launch, and manage a new venture. Deals with the role of the entrepreneur and the importance of a business plan. Speakers and field project.

ENTSP 313: Feasibility Analysis and Business Planning

(Cross-listed with MGMT). (3-0) Cr. 3. F.S.

Prereq: MGMT 310

Developing an idea for a new business venture, conducting a feasibility study, researching the potential market, analyzing the competition, and writing a formal business plan. Basic business functions are discussed in terms of their application to conducting feasibility analysis and writing a business plan for an entrepreneurial venture.

ENTSP 320: Corporate Entrepreneurship, Innovation and Technology Management

(Cross-listed with MGMT). Cr. 3. Repeatable, maximum of 2 times. F.S.

Prereq: MGMT 310

Entrepreneurial approaches aimed at the identification, development and exploitation of technical and organizational innovations, the management of new product or process developments, and the effective management of new ventures in the context of mid-size to large corporations in manufacturing as well as in service industries. Development of an awareness and understanding of the range, scope, and complexity of issues related to the creation of a corporate environment that is supportive of entrepreneurial endeavors as well as to gain insights concerning the effective implementation of technological and organizational innovations in corporate settings.

ENTSP 367: International Entrepreneurship

(Cross-listed with MGMT). (3-0) Cr. 3.

Prereq: Sophomore classification

The essentials of operating an entrepreneurial firm in an international environment. Topics include understanding the role of entrepreneurship in economic development, starting and developing a business in an international market, financing international ventures, international management issues and exchange rates.

Meets International Perspectives Requirement.

ENTSP 410: Social Entrepreneurship

(Cross-listed with MGMT). (3-0) Cr. 3. F.S.

Prereq: Sophomore classification

Introduction to issues related to the role of social entrepreneurship in helping to solve social problems, including innovation, opportunity recognition, planning and the launch of new non-profit organizations.

ENTSP 480: Applied Entrepreneurship: Executing New Ventures and Projects

(Cross-listed with MGMT). (3-0) Cr. 3.

Prereq: MGMT 310; MGMT 313 or MGMT 320

Experiential learning through student-identified project. Students identify, propose and execute an experiential learning project that will be completed during the semester. The course provides application oriented learning of entrepreneurship. The course project must include a significant experiential learning activity, such as launching a venture or business, writing a business plan, or completing an internship in an entrepreneurial setting. Requires a field project.

ENTSP 485: Trends and Theories of Entrepreneurship

(Cross-listed with MGMT). (3-0) Cr. 3. F.S.SS.

Prereq: MGMT 310; MGMT 313 or MGMT 320

A broad examination of historical, literary, and business perspectives on entrepreneurship. The entrepreneurial process is studied by examining the role of individuals, new ventures, and established organizations in the discovery, evaluation, and exploitation of economic opportunities. Emphasis is placed on tracing the evolution of entrepreneurship theories over time, as well as analyzing current trends related to the study of entrepreneurship.

Courses for graduate students:**ENTSP 605: Seminar in Strategic Management**

(Cross-listed with MGMT). Cr. 3. Alt. F., offered odd-numbered years.

Critical review of theory and research in the field of strategic management. Introduction to representative conceptual and empirical research. Review theories that provide the foundation for management research, and review current research in associate research streams. The review will cover fundamental questions in strategy.