

Entrepreneurship Minor Requirements for Students Entering AY 2016-17

<u>Course</u>	<u>Title</u>	<u>Credits</u>
Business Foundation		
ACCT B202	Financial Accounting (req: sophomore standing)	3
MGT B245	Management & Organizational Behavior (prerequisite waived when enrolled in minor)	3
MKT B280	Basic Marketing (prerequisite waived when enrolled in minor)	3
Entrepreneurship Core		
ENTR B300	Entrepreneurship (req. MGT B245, MKT B280)	3
ENTR B430	Entrepreneurial Strategy (req. ENTR B300)	3
ENTR B440	Entrepreneurial Finance (req. ACCT B202, ENTR B300)	3
Specialization Electives (2 courses from the below; at least 1 should be outside student's college)		
<i>College of Business courses</i>		
ENTR B493	Special Topics in Entrepreneurship (req. ENTR B300)	3
MKT B455	Strategic Brand Management (req. MKT B280, MGT B245)	3
MKT B460	Electronic Marketing (req. MKT B280)	3
<i>Interdisciplinary courses</i>		
CMMN A335	Strategic Event Planning	3
CMMN A382	Social Media Strategies	3
CMMN A384	Communications Brand Lab	3
MUIN M201	Arts & Entertainment Legal Issues I	3
MUIN M315	Arts & Entertainment Marketing	3
MUIN M400	Arts & Entertainment Entrepreneurship	3
Total credits required for minor		24