

# *Announcing New Minor “Entrepreneurship”*

The College of Business and Management is now offering a new Minor in “Entrepreneurship” for both business and non-business students. The new minor is available beginning Winter semester 2006. Entrepreneurship courses taken earlier may be applied towards the minor.

The Minor in Entrepreneurship will require only 18 credit hours or six courses in various departments for non-business majors. Two of the six courses may be waived for business majors, requiring only 12 credit hours. Electives include real-world projects with “hands-on” experience. The Entrepreneurship Minor will help provide the knowledge and experience to bring your creative ideas to the market place, help you acquire skills to become your own boss, and may enhance your earning potential.

For more information, please contact:

Dr. Shiv Arora, Chair of the Department of Marketing and Management at (989) 964-4323 or [skarora@svsu.edu](mailto:skarora@svsu.edu) or

The College of Business and Management at (989) 964-4064 or [cbmdean@svsu.edu](mailto:cbmdean@svsu.edu).

## Entrepreneurship Minor—Details

The entrepreneurship minor is open to all SVSU students. Students are required to take a total of 18 credit hours as listed below.

Required Courses (12 credit hours)\*:

ACCT 352	Accounting for Entrepreneurs (3 cr)*
FIN 311	Entrepreneurial Finance (3 cr)*
MGT 351	Introduction to Entrepreneurship (3cr)
MGT 459	Business Plan Seminar (3cr)

Electives (Choose 6 credit hours):

MGT/MKT 346	Franchising (3cr)
MGT 353	Family Business (3cr)
ECON 356	Economics for Entrepreneurs (3 cr)
MGT/MKT 455	Special Topics: Entrepreneurship Project (3 cr)

\*B.B.A. students may substitute the B.B.A. core finance and accounting requirements for the required accounting and finance courses.

## Courses

ACCT 352 Accounting for Entrepreneurs (3): This course is designed to address the needs of the entrepreneur as they relate to financial and managerial accounting issues. Topics will include a basic understanding of financial statements, internal control techniques, relevant business practices and performance measurement concepts. Not open to business majors. Prerequisite: Junior Standing or permission of instructor.

ECON 356 Economics for Entrepreneurs (3): Understanding and application of economic concepts for a successful entrepreneurship. Examples of topics are: an overview of macroeconomic environment for business supply and demand, analysis of cost and production and profit, efficient resource allocation, international aspects, government regulations, labor market conditions, market structure and competition, fiscal and monetary policies affecting entrepreneurs, decision making under uncertainty, and forecasting for business success and planning. Prerequisite: None.

FIN 311 Entrepreneurial Finance (3): Topics covered will include business life cycle financing, forecasting, cash flow burn, securities laws, financial planning, types and costs of financial capital, venture capital, alternative financing, financial distress, exit strategies. Applied methodologies will be used to teach this course. Prerequisite: Junior Standing.

MGT/MKT 346 Franchising (3): This course takes an entrepreneurial view of starting and managing a new franchise from both the perspective of the franchiser and franchisee. Emphasis is placed on recognizing and evaluating opportunities for franchise entrepreneurs, the development of appropriate strategies and plans, and the implementation and launch of a new franchise. Prerequisite: Junior Standing.

MGT 351 Introduction to Entrepreneurship (3): Examines the nature of entrepreneurship, the role of entrepreneurship in business and society, and the characteristics of the entrepreneurial individual as well as the entrepreneurial organization. A variety of issues facing entrepreneurs

will be covered, such as new venture creation, entrepreneurial marketing, deal structure, financing the venture, harvesting, and ethical issues. Prerequisite: Junior standing.

MGT 353 Family Business (3): Explores the unique issues of managing a family owned business. Topics include leadership, roles in a family business, next generation, succession, governance, strategic growth, and family culture. Students have the opportunity to see the application of academic concepts and frameworks to real-world situations through guest speakers and experiential learning activities. Prerequisite: Junior Standing.

MGT/MKT 455 Entrepreneurship Project (3): The focus of this course is on developing the knowledge and skills to facilitate the survival and growth of existing small businesses that are owned and managed by local entrepreneurs. Students will be organized into teams, and each team will be assigned a consulting client. Through a series of steps, each team will identify value-creating deliverables for the client and produce a final consulting report. Prerequisite: MGT 351 and permission of the instructor.

MGT 459 Business Plan Seminar (3): The Business Plan Seminar focuses on the mechanics of constructing a creative, realistic, and effective business plan for a new concept developed by the student. The course is intended as a "hands-on" experience that explores the process of creating a professional business plan for a new venture either in an existing business or as an entrepreneur. Prerequisite: ACCT 352, FIN 311 and MGT 351 (or equivalent).