MINOR IN ENTREPRENEURSHIP FOR BUSINESS STUDENTS

Overview

Minor Area of Specialization in Entrepreneurship for Business Students (People & Society)

This minor in Entrepreneurship is intended to acquaint Miami Herbert Business School students with the essential business tools and perspective of the entrepreneur. Eligible business students must have a declared business major other than Entrepreneurship.

Curriculum Requirements

The requirements of the 15-credit-hour minor in Entrepreneurship are the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 253</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGT 354</td>
<td>Growing the New Venture</td>
<td>3</td>
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<tr>
<td>MGT 455</td>
<td>Entrepreneurial Consulting</td>
<td>3</td>
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<tr>
<td>MKT 385</td>
<td>Marketing for Entrepreneurs (pre-requisite MKT 201 or MKT 301)</td>
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Choice Course for the Minor

Select one course (3 credit hours) from the following:

- BSL 324 Negotiation
- or MGT 324 Negotiation Strategies
- BSL 424 Intellectual Property Law
- BSL 435 Law of Entrepreneurship
- BTE 320 Introduction to Programming
- BTE 324 Object-Oriented Programming
- BTE 389 Launching High Technology Ventures
- BTE 524 Mobile Apps Development
- FIN 320 Investment and Security Markets
- FIN 410 Financial Institutions and Markets
- FIN 425 Business and Security Valuation
- MGT 251 Nature and Foundations of Entrepreneurship
- MGT 349 International Business
- MGT 357 Entrepreneurship Simulation Experience: Inside the Mind of the Entrepreneurial CEO
- MGT 360 Effective Leadership
- MGT 445 Supply Chain Modeling and Analysis
- MGT 446 Supply Chain Strategy
- MGT 498 Special Topics in Management (Families in Business; Innovators for the Americas; or Social Entrepreneurship)
- MKT 302 Marketing Research and Market Analysis
- MKT 310 Consumer Behavior and Marketing Strategy
- MKT 320 Retailing
- MKT 340 Professional Selling
- MKT 380 New Product Development
- MKT 387 Digital Marketing
- MKT 388 Health Care Marketing
- MKT 389 Fundamentals of Digital Marketing Analytics

Total Credit Hours: 15

1 All courses must be taken within the current pre-requisite structure.
2 No one course may be applied toward more than one major or minor area of specialization.
3 All specific coursework taken for any minor in the Department of Management must be completed with a grade of “C” or higher. A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the minor area of specialization.