

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:

Code	Title	Credit Hours
Required Courses ¹		
MGT 253	Introduction to Entrepreneurship	3
MGT 354	Growing the New Venture	3
MGT 455	Entrepreneurial Consulting	3
MKT 385	Marketing for Entrepreneurs (pre-requisite MKT 201 or MKT 301)	3
Choice Course for the Minor ¹		
Select one course (3 credit hours) from the following:		3
BSL 324 or MGT 324	Negotiation Negotiation Strategies	
BSL 424	Intellectual Property Law	
BSL 435	Law of Entrepreneurship	
BTE 320	Programming: Fundamentals and Algorithms	
BTE 324	Object-Oriented Programming	
BTE 389	Launching HighTechnology 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 440	Families in Business	
MGT 445	Supply Chain Modeling and Analysis	
MGT 446	Supply Chain Strategy	
MGT 498	Special Topics in Management (Ideation Practicum; Social Entrepreneurship; Legal/Financial Issues for Entrepreneurs)	
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	Digital Media Metrics	
Total Credit Hours		15

¹ All courses must be taken within the current pre-requisite structure.

* No one course may be applied toward more than one major or minor area of specialization.

2 Minor in Entrepreneurship for Business Students

** 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.