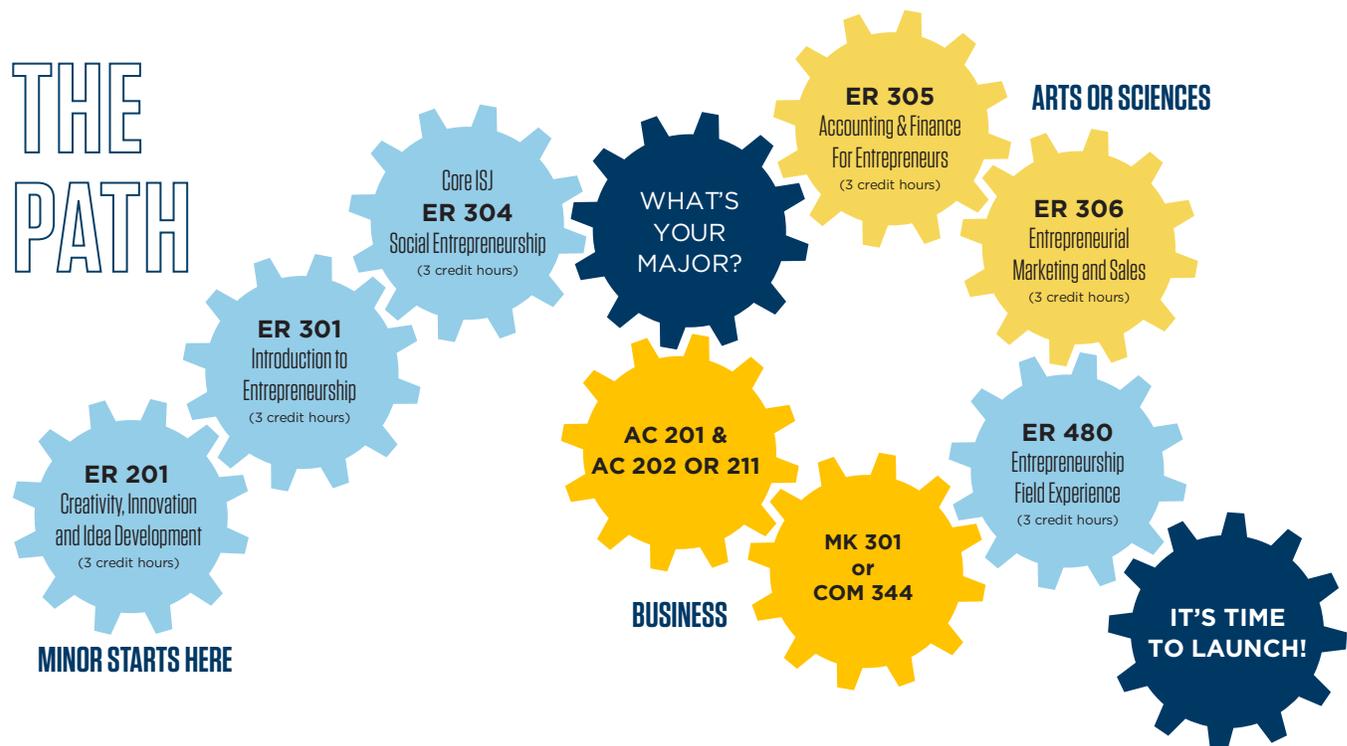# ENTREPRENEURSHIP MINOR

Develop the mindset employers want in graduates.

- **Designed for any major**
- **Interdisciplinary program**
- **Builds the skills employers want**

We guide curious students as they identify and solve big problems and launch intuitive solutions using their innate creativity and passion.

THE
PATH

ER 305
Accounting & Finance
For Entrepreneurs
(3 credit hours)

ARTS OR SCIENCES

Core ISJ
ER 304
Social Entrepreneurship
(3 credit hours)

WHAT'S
YOUR
MAJOR?

ER 306
Entrepreneurial
Marketing and Sales
(3 credit hours)

ER 301
Introduction to
Entrepreneurship
(3 credit hours)

**AC 201 &
AC 202 OR 211**

ER 480
Entrepreneurship
Field Experience
(3 credit hours)

ER 201
Creativity, Innovation
and Idea Development
(3 credit hours)

**MK 301
or
COM 344**

**IT'S TIME
TO LAUNCH!**

MINOR STARTS HERE

BUSINESS

Contact: Dr. Jackie Schmidt, Academic Director, Entrepreneurship Minor, schmidt@jcu.edu

John Carroll
UNIVERSITY

EDWARD M. MULDOON
CENTER FOR ENTREPRENEURSHIP
BOLER COLLEGE OF BUSINESS

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Adding a minor in entrepreneurship is easier than you might expect. No matter your major, you'll unleash an entire new world of opportunity with just a few additional courses — and some that even double as core requirements. See what you'll learn below.

REQUIRED COURSES

ER201, ER202, ER203, ER204: Creativity, Innovation, & Idea Development (Core Linked Courses)
- Techniques to think creatively
- Develop an innovative solution to a problem that matters to you
- Communicate the solution to the appropriate audience

ER301: Introduction to Entrepreneurship
- Recognize when an idea is an opportunity
- Develop approaches to engage with customers and identify their needs
- Design, execute, and analyze business model experiments

ER304: Social Entrepreneurship (Core ISJ)
- How to create, develop, and launch a social venture
- How to consult with social ventures

ER305, AC201, AC202, or AC211: Accounting & Finance for Entrepreneurs
- How an owner uses financial and accounting information to make decisions
- Analysis of real projects' financial and accounting projections

ER306 or MK301 or COM344: Entrepreneurial Marketing & Sales
- How an owner uses marketing information to make decisions
- Develop a marketing plan for a real product or service from a local entrepreneur
- Develop a sales plan for a real product or service and present it to local entrepreneur

ER480 Entrepreneurship Field Experience
- Use the entire entrepreneurship skill set to develop an idea from conception to launch
- Coach ER201 students to develop an idea and a creative pitch

ELECTIVE COURSES

ER110: Creative Problem Solving (Core CAPA)
- Techniques of creative problem solving
- Use of visual, digital, and music techniques

ER115: Quantitative Analysis in Science, Business, & Humanities (Core QA)
- Understanding of data use in various fields
- Analytical skills in assessing data

ER120: Poverty & Social Entrepreneurship (Core)
- Understand the causes of poverty
- Analysis of social enterprise to drive change

ER230: Launching the Social Innovation Venture
- Build credibility in an area of passion while gaining a deep, real-world understanding of all aspects of industry of interest
- Extract relevant insights from interviews and secondary research
- Turn curiosity into marketable content

ER330: Promoting the Social Innovation Venture
- How to take a concept and get it to market successfully
- How to work with partners and vendors to develop a real product
- How to do content marketing and customer sales

"Our graduates stand out in corporate America, in main street small businesses, and in the startup world because they can confidently work with big ideas, with uncertainty, and with possibility."

- Doan Winkel, The John J. Kahl, Sr. Chair in Entrepreneurship

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