

# Minor in Entrepreneurship

21 units

The entrepreneurship minor prepares students for the intricacies of planning, launching, and leading a new business, with a focus on creativity and innovation, managing and growing a new business, and social media. Coursework covers working in teams, constructing business models, communicating with partners and customers, assessing feasibility while launching a new venture or initiative, and creating a social media campaign.

## Benefits of Adding a Minor

A minor can help students complement their bachelor's degree and stand out to future employers, helping them expand their employment opportunities as they study an additional area of interest. Complementary minors provide students the opportunity to demonstrate added expertise in their field and specialize in an area that may provide an edge in their job search, and also add knowledge that can be used throughout an individual's career.

## Experiential Learning Opportunities

Entrepreneurship minors apply their knowledge and skills in academic and real-world settings. Guided by faculty, teams of students conduct needs assessments in local communities, identify potential solutions, and implement community impact projects. The communities benefit from collaboration and fresh innovation, and students gain valuable experience to advance their entrepreneurial résumés.

Students also have the option to participate in student clubs and competitions, such as ENACTUS, that provide skill-building opportunities in leadership, teamwork, and decision making. APU-sponsored teams have a track record of successful placement in ENACTUS competitions.

## Credentials and Microcredentials

Today, employers are looking for new hires with technical skills and leadership abilities such as decision making and teamwork. Entrepreneurship minors have the opportunity to earn industry-valued credentials and microcredential badges that can be added to résumés and uploaded to online portfolios, certifying and showcasing these skills and abilities to potential employers.

## Requirements

No more than three courses in a student's major may count toward this minor.

| Code                                | Title  | Units     |
|-------------------------------------|--|-----------|
| BUSI 110                            | Business and Entrepreneurship <sup>1</sup>     | 3         |
| BUSI 213                            | Negotiation Strategies and Skills              | 3         |
| ENTR 312                            | Creativity and Innovation                      | 3         |
| MGMT 210                            | Principles of Management <sup>2</sup>          | 3         |
| MGMT 214                            | Project Management <sup>2</sup>                | 3         |
| <b>Select two of the following:</b> |  | <b>6</b>  |
| BUSI 100                            | Personal Finance <sup>1</sup>                  |           |
| ENTR 315                            | Social Entrepreneurship                        |           |
| MKTG 364                            | Sales and Sales Management                     |           |
| MKTG 466                            | Digital and Social Media Marketing             |           |
| MGMT 212                            | Managing Diverse Teams and Groups <sup>3</sup> |           |
| MGMT 350                            | Business Management Internship <sup>2</sup>    |           |
| MGMT 410                            | Production Management                          |           |
| MGMT 440                            | Business Process Management                    |           |
| <b>Total Units</b>                  |  | <b>21</b> |

<sup>1</sup> Meets the General Education Civic Knowledge and Engagement requirement.

<sup>2</sup> Meets the General Education Integrative and Applied Learning requirement.

<sup>3</sup> Meets the General Education Social Sciences requirement.

## **Program Learning Outcomes**

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Students who successfully complete this program shall be able to:

1. **Competent Business Knowledge:** Students will be able to demonstrate knowledge in multiple business disciplines, including management, finance, marketing, accounting and economics.
2. **Critical Thinking:** Students will be able to identify and solve business problems using analytical and critical thinking skills.
3. **Christian Business Ethics:** Students will be able to demonstrate the ability to evaluate business decisions based on a Christian perspective.
4. **Discipline Knowledge:** Students will be able to demonstrate knowledge of entrepreneurship concepts.
5. **Discipline Problem Solving/Strategy:** Students will be able a) solve core entrepreneurship problems or b) analyze entrepreneurship situations and provide strategy for effectiveness.