

*Entrepreneurship Minor  
Indiana University East*

*Minor Program:* Minor in Entrepreneurship

*Date of Implementation:* Fall 2006

The minor is composed of the following six courses (18 credit hours):

|   |                          |
|---|--------------------------|
| BUS W100 – Business Administration – Introduction (3) | No Prerequisites         |
| BUS A201 – Introduction to Accounting I (3)           | No Prerequisites         |
| BUS L203 – Commercial Law I (3)                       | No Prerequisites         |
| BUS M301 – Introduction to Marketing Management (3)   | Prereq: Junior Standing  |
| BUS W311 – New Venture Creation (3)                   | Prereq: A201, L203, M301 |
| BUS W408 – Practicum in Small Business (3)            | Prereq: W311             |

*Major student outcomes (or set of performance based standards) for the proposed program.*

1. Understanding of, experience with wealth creation.
2. Knowledge of and application of steps necessary to bring an idea to the commercial market.
3. Awareness of organizational structure, the legal environment and the managerial uses of accounting.
4. Demonstration of team work and project based goal accomplishment.
5. Determine the viability of a new business concept or idea
6. Develop a business plan to facilitate the startup of the business idea or concept
7. Identify and effectively approach main sources of financing for the new venture
8. Communicate the strategic vision for the business and the strategies that will interest customers, as well as investors and venture capitalists
9. Develop strategies to achieve a competitive advantage for the firm

*Student population to be served.*

Students in any major can be served, including business majors. This minor will be useful for any student who wishes to explore the possibilities of setting up their own business. Business growth comes primarily through entrepreneurship, and this program is designed to help students of all backgrounds understand the fundamentals of entrepreneurship. We envision that this major might be particularly beneficial to students outside of the business division. Students in communication, nursing, and the fine arts might wish to take advantage of this opportunity. For example, it might be beneficial for an artistic individual to understand what the practicalities of setting up an art studio might be or for a nursing student to understand the dynamics of setting up an independent home health care company. Because individuals can no longer rely on the stability of organizational employment, this minor may be advantageous to a broad range of students.