



# Program of Study Request

Form Id: 15724

Form Status: Process

Please take action on the form.

This service has been developed initially to support the conversion of the university's course inventory from a quarters to a semesters curriculum. **Getting started ...**

### Type of Request:

- New
- Modify
- Deactivate
- Terminate
- Quarter to Semester

For *Deactivate*, the program must be terminated no later than the conclusion of 7 years from the deactivation and all students must complete degree requirements by this date. The Registrar's Office will notify the department when all students have completed degree requirements of the deactivated program.

### Client Info

**Name:** Kendall Phillip Goodrich

**Email:** kendall.goodrich@wright.edu

**Phone:** 937.775.2654

**Department:** Marketing

**Location:** Rike Hall 254, 3640 Colonel Glenn Hwy

### Program of Study

MKT - Entrepreneurship / Minor

**Effective Term:** Summer 2017

**Level:** Undergraduate

Raj Soin College of Business

**Degree:**

**Major:**

**Minor:** Entrepreneurship \*New

**Program:**

**Concentration:**

**Add'l Info:**

Provides students with the skills and experiences necessary to start their own successful venture. Courses focus on starting, commercializing and managing a new business.

### Approvals

Activity	Role	Client	Status	Time
<b>Primary Route</b>				
Dept_Review	Dept of Marketing	Kendall Phillip Goodrich	Review	09/21/2016 14:35:23
CCC_Eval	UG Chair of Raj Soin College of Business	Kevin Patrick Duffy	Approve	10/06/2016 17:55:38
Dean_Review	Dean of Raj Soin College of Business	Arijit Sengupta	Review	10/18/2016 09:44:17

UCAP_Eval	UCAP Chair	Karen Meyer	Approve	11/10/2016 16:13:08
<b>Office Route</b>				
Registrar_Proc	Registrar Office		Pending	

[Notes](#)

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**3640 Colonel Glenn Highway - Dayton, Ohio - 45435**

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## **Minor in Entrepreneurship**

- I. **Title.** Minor in Entrepreneurship
  
- II. **Objectives.**
  - provide students with the skills and experiences necessary to start their own successful venture
  - students learn how to evaluate and plan new business opportunities
  - students effectively research and write a comprehensive business plan
  - provide students with contemporary entrepreneurial experience by solving real business challenges and working with local executives.
  
- III. **Description.** Provides students with the skills and experiences necessary to start their own successful venture. Courses focus on starting, commercializing and managing a new business.
  
- IV. **Admission Requirements.** Eligible students have already been admitted to a Wright State major program of study. Students must have junior standing (at least 60 credit hours completed). Minor is open to business and non-business majors. Non-business majors may not take any other business courses other than those required by the minor. Three courses that are required for non-business majors (MKT 2500 Principles of Marketing, MGT 3100 Mgt & Org Behavior, and FIN 2210 or ACC 2010 Fin. Mgt. or Prin. Acctg are necessary foundational business courses for student success in the program (these required courses are also required of all business majors).
  
- V. **Program Requirements.** The undergraduate minor in Entrepreneurship consists of 9 required credit hours, 9 elective credit hours, and 9 foundational business hours required for non-business majors, distributed as indicated in the Academic Program of Study form at the end of this document.

There will be no summative evaluation. Assessment will be made at the completion of each course.
  
- VI. **Program Quality.**
  - Courses do not need to be taken in sequence.
  - Program administrator is Kendall Goodrich.
  - Assessment will be made in each course by skill review assessments, project evaluations, and testing.

- VII. **Student Performance.** Students will need to complete the required and elective courses for the Entrepreneurship minor with a cumulative GPA of 2.0 or better.
- VIII. **Curriculum Coordination.** Credits earned through applicable Wright State courses or approved transfer credits may be applied toward the Minor in Entrepreneurship.
- IX. **Resource Coordination.** No additional CATS or library resources will be needed to offer the Minor in Entrepreneurship.
- x. **Program Staffing.** No additional staffing will be needed to offer the Minor in Entrepreneurship.

### Academic Program of Study

College:	College: Raj Soin College of Business
Department:	Department: Marketing
Degree (A.A. B.S., B.F.A., etc.) & Title:	Degree & Title:
Concentration, Track, Option, Specialization:	
Minor Program Title:	Minor in Entrepreneurship
Certificate Program Title:	

**Note, please highlight additions & modifications. Please strikethrough deletions.**

Current Program	Hours	<del>Revised Program</del> New Program	Hours
I.		I. Wright State Core	
II.		II. College Major Requirements	
III.		III. <b>Entrepreneurship Minor Requirements:</b>	<b>18</b>
		<b>Required Entrepreneurship Courses (9 hours)*</b>	<b>9</b>
		MKT 4300 - Entrepreneurship	3
		MGT 4750 - Small Business Management	3
		BUS 4000 (new) - Applied Bus. Planning for Commercialization	3
		<b>Entrepreneurship Electives (Choose 3)**</b>	<b>9</b>
		MKT 3700 Creativity&Problem Solving	3
		MKT 3200 Personal Selling&Sales Mgt	3
		MKT 4100 Digital Marketing	3
		MKT 4650 Marketing Analytics	3
		MKT 3100 Consumer Behavior	3
		MKT 3500 Marketing Research	3
		MKT 4100 Digital Marketing	3
		MKT 4650 Marketing Analytics	3
		MGT 3210 HR Management	3
		MGT 4300 Org Change & Conflict Mgt	3
		MGT 4400 Performance Mgt	3
		MGT 4720 High Performance Teams	3
		MGT 4200 Positive Org Development	3
		MGT 4850 International Management	3
		FIN 3280 (new) Entrepreneurial Finance	3
		ACC 3230 Management Accounting	3
		EC 4010 Managerial Economics )	3
		EC 4360 Industrial Organization	3
		MIS 4300 Business Analytics	3
		<b>Electives</b>	
<b>Total:</b>		<b>Total:</b>	<b>18</b>

**Notes: Please provide additional information for program accuracy.**

\*Students must complete the required and elective courses for the Entrepreneurship minor with a cumulative GPA of 2.0 or better.

\*\*Three additional foundational business courses are required for non-Business Majors (these courses are already required core courses for business majors): MKT 2500 Principles of Marketing, MGT 3100 Mgt & Org Behavior, and FIN 2210 or ACC 2010 Fin. Mgt. or Prin. Acctg.