

ENTREPRENEURIAL STUDIES

Program Overview

Students in the entrepreneurial studies (ES) program develop the skills and know-how they need to become independent, innovative and informed entrepreneurs. Entrepreneurs look at the world differently, and see opportunity where others do not. The programs emphasize practical experience and holistic thinking, encourage students to develop their own business plan, and enhance analytical skills through experiential classes.

Entrepreneurs and small business are the engines for job creation and economic growth. Career opportunities for entrepreneurial students are as boundless as their creativity, imagination, and work ethic. Many employers value students who have an entrepreneurial attitude and their ability to think outside the box.

The ES program has two key learning objectives. First, to encourage entrepreneurial thinking among students. This entails the ability to recognize, evaluate and pursue opportunities. Second, to build professional skills relevant for starting and managing a new venture. These include research, business planning, and understanding the functional aspects of small business management and operation.

Student Learning Outcomes:

An Entrepreneurial Studies graduate will demonstrate the ability to:

- Evaluate entrepreneurial opportunities in the marketplace
- Assess the business viability of an idea using secondary research
- Use primary research to create a minimum viable product
- Evaluate the importance of digital marketing in an entrepreneurial venture/environment
- Create a business plan

Curriculum Overview

Entrepreneurial studies students gain an education in business, plus the skills, attitude, and experience needed to create new ventures or revitalize established ones. They learn to identify and understand different types of start-up ventures, how to build and present business plans, and how to evaluate sources of financing for start-ups and other types of ventures.

The program's interdisciplinary format offers the option of double majoring with another business discipline, such as management, marketing, finance, sports management, information systems, and others.

Students also can choose the entrepreneurship minor, a 12 credit program that is paired with a major in the Norm Brodsky College of Business.

Degree Offered

- B.S.B.A. in Entrepreneurial Studies

Contact

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Program Website: Entrepreneurial Studies (<http://www.rider.edu/entrstudies/>)

Center for Entrepreneurial Studies Website: Entrepreneurship (<http://www.rider.edu/entrepreneurship/>)

Associated Department: Department of Management (<http://www.rider.edu/academics/colleges-schools/college-business-administration/undergraduate-programs/management-leadership/>)

Related Programs

- Entrepreneur (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurship/>)ship (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/continuing-education-programs/entrepreneurship-minor/>) Minor (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurship/>)

Entrepreneurial Studies Major Requirements

(18 credits)

Code	Title	Credits
Business Core		
See Business Core Requirements (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/core-requirements/)		
Major Requirements		
ENT 100	Innovation and Entrepreneurship	3
ENT 348	Small Business Management	3
Select three of the following, of which at least one must be an ENT-prefixed course:		9
BUS 210	Intro to Law: Contracts	
CIS 325	User-Centered Design	
or CIS 340	Electronic Commerce	
ENT 210	Sports Entrepreneurship	
ENT 220	Inside The Entrepreneurial Mind	
ENT 260	Family Business Management	
ENT 335	Small Business Tax Planning ¹	
ENT 350/FIN 350	Entrepreneurial Finance	
ENT 375	International Entrepreneurship	
ENT 420	Student Venture Experience	
ENT 444	Special Topics	
MGT 310	Intro to Human Resource Mgmt	
or MGT 363	Management Skills	
MKT 250	Retailing Management	
or MKT 320	Consumer Behavior	
ENT 448	Small Business Consulting Sem	
ENT 490	Independent Research and Study	
One integrative experiential course:		
ENT 410	New Venture Planning	3
Total Credits		18

¹ Accounting majors double majoring in Entrepreneurial Studies may substitute ACC 410 Fund of Federal Taxation for the ENT 335 requirement.

Notes:

1. For graduation, students must achieve an overall 2.0 GPA in the major, with no course grade less than 'C-'.
2. Students are also encouraged to take ENT 100, ENT 399, and ENT 491 as free electives.

Entrepreneurial Studies Concentration

The Entrepreneurial Studies concentration is an option for any business student desiring to focus on starting a new venture, or working in a small or family firm environment. The concentration must be taken with another major in the Norm Brodsky College of Business.

Concentration Requirements

(12 credits)

The Entrepreneurial Studies concentration requires four business courses as outlined below (courses to be counted as either major or free electives):

Code	Title	Credits
Required Courses		
ENT 348	Small Business Management	3
ENT 410	New Venture Planning	3
Select two of the following, one of which must be an ENT-prefixed course:		6
BUS 210	Intro to Law: Contracts	
CIS 260	Business Graphics	
or CIS 340	Electronic Commerce	
ENT 210	Sports Entrepreneurship	
ENT 220	Inside The Entrepreneurial Mind	
ENT 260	Family Business Management	
ENT 335	Small Business Tax Planning ¹	
ENT 350/FIN 350	Entrepreneurial Finance	
ENT 375	International Entrepreneurship	
ENT 420	Student Venture Experience	
ENT 444	Special Topics	
ENT 448	Small Business Consulting Sem	
ENT 490	Independent Research and Study	
MGT 310	Intro to Human Resource Mgmt	
or MGT 363	Management Skills	
MKT 250	Retailing Management	
Total Credits		12

¹ Accounting majors can substitute ACC 410 Fund of Federal Taxation for ENT 335.

BUS 210 Intro to Law: Contracts 3 Credits

An introduction to the origin of current law, with emphasis on the development of business law, students are exposed to legal terminology and acquainted with the system of application of rules of law to actual situations. The laws of contracts, particularly common-law developments, are considered in great detail.

CIS 325 User-Centered Design 3 Credits

This course introduces students to the design and evaluation of interactive and internet-based devices and systems, including methods to understand user needs and requirements, design and prototype alternative systems, and evaluate system usability. Topics include interaction design, human factors, requirement gathering techniques, protocol analysis, usability testing, and heuristics evaluation.

Prerequisite(s): Junior standing.

CIS 340 Electronic Commerce 3 Credits

Students will learn about the most current e-commerce technologies and business models through readings, case studies, and hands-on projects. Students will gain experience using business data analytics tools to understand and evaluate the value of data that is generated and collected from various e-commerce platforms on the Internet.

ENT 210 Sports Entrepreneurship 3 Credits

Sports Entrepreneurship will introduce students to entrepreneurship in the sports industries as they explore opportunities and challenges for new ventures in this sector. Using an industry's business model, students will identify competitive advantages and understand what is required for startup success.

ENT 260 Family Business Management 3 Credits

This course is directed at understanding the family-owned and managed firm. Topics included are the strengths and weaknesses of a family firm, the dynamics of the family and business interactions, conflict resolution, succession planning and ownership transfer. The course will help individuals involved with a family firm, regardless if they are a family member.

Prerequisite(s): MGT 201 and junior standing.

ENT 335 Small Business Tax Planning 3 Credits

This course provides an understanding of the key tax issues faced by small businesses and their business implications. It also familiarizes prospective business owners with various tax filing requirements so that they can use the expertise of tax professionals more effectively.

Prerequisite(s): ACC 210.

ENT 348 Small Business Management 3 Credits

This course provides students with an introduction to ownership/management in the world of small business as well as an understanding of what is needed to start/buy/sell a small business. In addition, the course endeavors to help students move from a consumer orientation to a producer orientation, and to learn project management and research skills through participation in a hands-on project. The project has students investigate the market potential of an innovative business concept, and then use this research to evaluate the business concept as an entrepreneurial opportunity.

ENT 350 Entrepreneurial Finance 3 Credits

This course covers the techniques for acquiring financial resources as a firm advances through successive business stages: seed, start-up, struggling, growing, and stable. In addition, it examines recent trends in credit markets and the latest financial innovations as they impact the process of financing the venture's growth.

Prerequisite(s): FIN 300.

ENT 375 International Entrepreneurship 3 Credits

Students will learn how new or small ventures enter international markets. Requirements include developing a case about starting or running a venture in a single country of the student's choice.

Prerequisite(s): MGT 201 and junior standing.

ENT 410 New Venture Planning 3 Credits

This course will require students to select a business and prepare a complete new venture plan for it. This plan would identify the product and its target market, analyze its market potential, choose the location, scale of operation, layout, staffing, type of financing, estimate the revenues and profits, and present the income statement, balance sheet, and the cash flow projections.

Prerequisite(s): ENT 348 or permission of instructor.

ENT 420 Student Venture Experience 3 Credits

Students will start and run a small business while under the supervision and guidance of faculty. Students will take a business plan developed through New Venture Planning (ENT 410) and execute it. Students will experience the launch process and learn, hands on, how to adapt to the marketplace. Some businesses started in this class may also be eligible for seed venture funding from Rider.

Prerequisite(s): ENT 348, ENT 410, and permission of instructor.

ENT 444 Special Topics 3 Credits**ENT 448 Small Business Consulting Sem 3 Credits**

This course utilizes student teams to assist existing small businesses in solving problems or researching opportunities. Students will spend the majority of time in the field utilizing an experiential learning approach. Weekly activity logs, proposal development, and project completion are required. Restricted to seniors.

Prerequisite(s): ENT 348 and permission of instructor.

ENT 490 Independent Research and Study 3-4 Credits

Topic to be approved by professor and program chairperson. Available to juniors and seniors.

MGT 363 Management Skills 3 Credits

The focus of this course is on specific skills necessary for success in a management role. These skills include leading, communicating effectively, delegating, conflict and time management and motivating others. Students will have opportunities to practice skills and to apply their knowledge to business cases.

Prerequisite(s): MGT 201 or permission of instructor.

MKT 250 Retailing Management 3 Credits

The principles underlying successful retailing are analyzed within the framework of the strategic-planning process. Topics covered include location, merchandise planning, customer service, image, atmosphere, layout, pricing, promotion, personnel and operations management.

Prerequisite(s): MKT 200.

MKT 320 Consumer Behavior 3 Credits

The nature and determinants of consumer behavior are studied, with attention given to the influence of socio-psychological factors such as personality, small groups, demographic variables, social class, and culture on the formation of consumer attitudes, consumption patterns, and purchasing behavior.

Prerequisite(s): MKT 200.

MGT 310 Intro to Human Resource Mgmt 3 Credits

This course deals with the nature of human resource management, its functions, procedures, and practices currently found in profit, non-profit and public sector organizations. Topics covered include recruiting and selection, training, human resource development, equal employment opportunity, performance appraisal, diversity, job analysis, compensation, and employee rights and discipline.

Prerequisite(s): MGT 201 or PSY 210.