

# ENTREPRENEURSHIP MINOR

## Program Overview

Adult students wishing to complete a minor in entrepreneurship will develop the skills and know-how they need to become independent, innovative and informed entrepreneurs. The minor emphasizes practical experience and holistic thinking, encourages students to develop their own business concepts, and enhances analytical skills through experiential classes.

For students in the fields of the arts, sciences, business, or education who may want to start or have a significant role in a business, based on their skills and talents, the minor in entrepreneurship can help you reach your goals.

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

The entrepreneurship minor has two key learning objectives:

- to encourage entrepreneurial thinking among students by fostering the ability to recognize, evaluate, and pursue opportunities;
- to build professional skills relevant for starting and managing a venture, including research, business planning, and understanding the functional aspects of small business management and operation.

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

## Minor Offered

- Minor in Entrepreneurship

## Contacts

**Mayank Jaiswal, Ph.D.**

Assistant Professor  
Sweigart Hall 240  
609-896-5311  
mjaiswal@rider.edu

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

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

## Entrepreneurship Minor Requirements

This program is available to both business and non-business majors.

(18 credits)

Code	Title	Credits
<b>Required Courses</b>		<b>12</b>
ACC 210	Introduction to Accounting <sup>1</sup>	
ENT 100	Innovation and Entrepreneurship	

ENT 348	Small Business Management	
MGT 201	Fund Management & Org Behavior <sup>1</sup>	
<b>Select two of the following:</b>		<b>6</b>
ENT 210	Sports Entrepreneurship	
ENT 260	Family Business Management	
ENT 335	Small Business Tax Planning <sup>2</sup>	
ENT 375	International Entrepreneurship	
ENT 410	New Venture Planning	
ENT 420	Student Venture Experience	
ENT 444	Special Topics	
ENT 448	Small Business Consulting Sem	
ENT 490	Independent Research and Study	
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> For business students, these courses are already part of the CBA core curriculum.

<sup>2</sup> Accounting majors may substitute ACC 410 for this course.

## Courses and Descriptions

### ACC 210 Introduction to Accounting 3 Credits

This course provides an introduction to basic principles and methods of accounting essential to preparation, understanding and interpretation of financial statements. Topics include accounting for merchandising concerns, current assets, long-term assets, liabilities and equity accounts. A brief overview of internal control is also covered.

### ENT 100 Innovation and Entrepreneurship 3 Credits

This course provides students with an introduction to creativity, innovation, and the concept of an entrepreneurial mindset. Students explore the excitement and challenges faced by individuals and businesses as they create, develop, and evaluate innovative business opportunities. We also discuss the probable paths of career development for students pursuing entrepreneurship. In this course, students evaluate their own views of innovation and entrepreneurship within the framework of entrepreneurial thinking, and putting this mindset into action.

### 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 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 201 Fund Management & Org Behavior 3 Credits**

This course deals with the fundamentals of organizational behavior as they relate to management such as motivation, communications, and leadership. Behavior is examined at the individual, group, and organizational level. The management functions of planning, organizing, leading and controlling are addressed. The effects of global operations and the requirements of ethical behavior on managers are also explored.

**Prerequisite(s):** minimum 30 credits completed.