ENTREPRENEURIAL STUDIES (B.S.B.A.)

Program Overview
Rider entrepreneurial studies (ES) students 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 with an entrepreneurial attitude and their ability to think outside the box.

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

Curriculum Overview
Rider entrepreneurial studies students gain an education in business, plus the skills, attitude and experience needed to create new ventures or revitalize established businesses. 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-up 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 entrepreneurial studies concentration, a four-course program that is paired with a major in the College of Business Administration.

Students also can choose the entrepreneurial studies concentration (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurship), a four-course program that is paired with a major in the College of Business Administration.

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

Contact
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Bart Luedeke Center
609-896-5033
ccs@rider.edu

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
- Entrepreneuria (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurship)
- Studies (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurial-studies/#concentrationstext)
- Minor (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurship)

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td></td>
<td>See Business Core Requirements (<a href="http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/core-requirements">http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/core-requirements</a>)</td>
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<td>ENT 348 Small Business Management</td>
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<td>ENT 335 Small Business Tax Planning</td>
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<td>Select three of the following, at least one of which must be an ENT-prefixed course:</td>
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<td>ENT 210 Sports Entrepreneurship</td>
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<td>BUS 210 Intro to Law: Contracts</td>
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<td>MKT 250 Retailing Management</td>
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<td>MKT 320 Consumer Behavior</td>
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<td>ENT 260 Family Business Management</td>
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<td>MGT 310 Intro to Human Resource Mgmt</td>
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<td>MGT 363 Management Skills</td>
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<td>CIS 325 User-Centered Design</td>
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<td>CIS 340 Electronic Commerce</td>
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<td>ENT 350/FIN 350 Entrepreneurial Finance</td>
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<td>ENT 375 International Entrepreneurship</td>
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<td>ENT 420 Student Venture Experience</td>
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<td>ENT 444 Special Topics</td>
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<td>ENT 448 Small Business Consulting Sem</td>
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<td>ENT 490 Independent Study</td>
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<td>One integrative experiential course:</td>
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<td>ENT 410 New Venture Planning</td>
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<td>Free Electives</td>
<td>27</td>
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<td>Total Credits</td>
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1 Accounting majors double majoring in Entrepreneurial Studies may substitute ACC 410 Fund of Federal Taxation for the ENT 335 requirement.

For graduation, students must achieve an overall 2.0 GPA in the major, with no course grade less than “C”.

Students are also encouraged to take ENT 491 Internship, ENT 399 Entrepreneurship Co-Op, and ENT 100 Intro to Entrepreneurship as free electives.
**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 broad range of Internet business technologies; develop the skills necessary to create and administer successful electronic commerce projects; and understand the associated benefits and risks of electronic commerce business models.

**Prerequisite(s):** CIS 185.

**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.

**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 permission of instructor.

**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**
The role of small business in the American economy is examined. Favorable practices, policies, functions, principles and procedures of and for the small business entrepreneur and owner-manager are studied. Includes learning a method to evaluate a new venture idea.

**Prerequisite(s):** MGT 201 or permission of instructor and junior standing.

**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**
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 448 Small Business Consulting Sem 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):** MGT 201 or permission of instructor.

**ENT 490 Independent 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; Required for advertising majors.