ENTREPRENEURSHIP FOR NON-BUSINESS MAJORS

Program Overview
Rider non-business students wishing to take a minor in entrepreneurial studies will develop the skills and know-how they need to to become independent, innovative and informed business owners. The minor emphasizes practical experience and holistic thinking, encourages students to develop their own business plan, and enhances analytical skills through experiential classes.

For students in the arts, sciences, or education who may want to have their own business based on their skills and talents, the minor in entrepreneurship can help you reach your dream.

The entrepreneurship minor 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 venture. These include research, business planning, and understanding functional aspects of small business management and operation.

Rider entrepreneurship 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.

Minor Offered
• Minor in Entrepreneurship

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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

Related Programs
• Entrepreneurial studies major (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurial-studies)

Entrepreneurship Minor Requirements
Available to all non-business majors

Entrepreneurship Minor Requirements
(18 credits)

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<thead>
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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 210</td>
<td>Introduction to Accounting</td>
<td>3</td>
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<tr>
<td>MGT 201</td>
<td>Fund Management &amp; Org Behavior</td>
<td>3</td>
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<tr>
<td>ENT 348</td>
<td>Small Business Management</td>
<td>3</td>
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<tr>
<td>ENT 410</td>
<td>New Venture Planning</td>
<td>3</td>
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<thead>
<tr>
<th>Code</th>
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<tr>
<td>ENT 100</td>
<td>Intro to Entrepreneurship</td>
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<tr>
<td>ENT 210</td>
<td>Sports Entrepreneurship</td>
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<td>ENT 260</td>
<td>Family Business Management</td>
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<td>ENT 335</td>
<td>Small Business Tax Planning</td>
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<td>ENT 375</td>
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<td>ENT 444</td>
<td>Special Topics</td>
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<td>ENT 490</td>
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Total Credits 18

Courses and Descriptions

ENT 100 Intro to Entrepreneurship 3 Credits

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

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 399 Entrepreneurship Co-Op 6 Credits
This course provides students with a semester-long supervised employment with an entrepreneurial firm/organization. Students are required to maintain a journal, complete a reflection paper and are evaluated by the participating firm/organization. Eligible students are entrepreneurial studies juniors or seniors with a 3.0 GPA or better. Co-op credits count as free electives. Grading is on a pass/fail basis.
Prerequisite(s): ENT 348 or permission of program director.

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 Study 3-4 Credits
Topic to be approved by professor and program chairperson. Available to juniors and seniors.

ENT 491 Internship 3 Credits