

Entrepreneurship Minor

Entrepreneurship Minor

The Entrepreneurship minor will be an extension of the already existing Entrepreneurship certificate. The purpose of the certificate is to engage students in active participation in the development of entrepreneurial enterprises. They will do this through a combination of traditional course work specifically directed to entrepreneurial ventures and participation in an entrepreneurial enterprise experience through the development of a business plan for a new venture and an experiential project. The minor will expand this goal by allowing students to learn entrepreneurship skills that specifically fit their major and career.

The minor will entail the same classes as the Entrepreneurship certificate (currently 15 hours) with the addition of one elective course from the Marketing Department and one elective course from the student's field of study.

A student can pursue the Entrepreneurship Minor or Entrepreneurship Certificate, but not both.

The full description with prerequisites and hours required are shown below:

Students must meet prerequisites before taking courses. A total cumulative or UNI cumulative GPA of 2.5 is required to declare this minor.

Required:

ENTR 2010	Financials for the Entrepreneurial Enterprise	3
ECON 1031	Introduction to Business Economics *	3
MKTG 2110	Principles of Marketing	3
ENTR 3583/5583	Entrepreneurship	3
ENTR 3586/5586	Entrepreneurial Strategy	3
Required Marketing Elective, choose one from the following:**		3

MKTG 3113/5113	Consumer Behavior	
MKTG 3116/5116	Marketing Analytics	
MKTG 3143	Advertising and Promotion	
MKTG 3146/5146	Digital Advertising	
MKTG 3153	Professional Selling	
MKTG 3154	Sales Management	
MKTG 3156	Services Marketing	
MKTG 3163	Distribution and Logistics	
MKTG 3166	Retail Management	
MKTG 3173	Product Management	
MKTG 3176/5176	Global Marketing	
MKTG 3178/5178	Global Trade Practices	
MKTG 3595	Value Based Pricing	
ENTR 4186	Studies in Entrepreneurship	
One course required within the student's declared major:**		3

ACCT 2130	Principles of Managerial Accounting
ACCT 3130	Cost Accounting and Analysis
ACT SCI 3790	Introduction to Actuarial Science
ANTH 3440	Introduction to Museum Studies
ART 2020	Ceramics I
ART 2030	Graphic Design I
ART 2050	Painting I
ART 2060	Performance Art I
ART 2070	Creative Photography I: Digital Photography
ART 2080	Printmaking I: Strategies
ART 2090	Sculpture I
ART 3011	Life Drawing
ART 3020	Ceramics II
ART 3022	Ceramics III
ART 3030	Graphic Design II
ART 3031	Graphic Design: Identity System Design
ART 3032	Graphic Design: Digital Image Design
ART 3033	Graphic Design: Typography
ART 3034	Graphic Design: Publication Design
ART 3035	Graphic Design: Motion Design and Animation
ART 3036	Graphic Design: Web and Interactive Design
ART 3037	Book Arts
ART 3038	Graphic Design: Portfolio Preparation
ART 3055	Painting III
ART 3060	Performance Art II
ART 3066/5066	Performance Art III
ART 3070	Creative Photography II
ART 3077	Creative Photography III
ART 3080	Printmaking II: Applications
ART 3088	Printmaking III: Directions
ART 3090	Sculpture II
ART 3099	Sculpture III
ART 4010/5010	Professional Practices
COMM PR 3844/5844	Public Relations: Integrated Communications
COMM PR 3855	Public Relations Writing
COMM PR 3940	Advanced Applied Public Relations
COMM PR 4855/5855	Public Relations Campaign Methods
COMM 2455	Skills for Making Performance

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COMM 3155	Professional and Public Communication	FAM SERV 4190	Professional Practice in Family Services
COMM 3941	Advanced Applied Performance Studies	FIN 3110	Principles of Real Estate
COMM 4116/5116	Health Communication	FIN 3115	Real Estate Law and Brokerage
COMM 4155/5155	Organizational Communication Assessment	FIN 3120	Real Estate Appraisal and Investment
COMM DM 1620	Fundamentals of Journalism	FIN 3135	Intermediate Financial Management
COMM DM 1652	Writing for Digital Media	FIN 3160	Principles of Investments
CRIM 2022	Criminal Justice System	FIN 3170	Commercial Bank Management
CS 2420	Computer Architecture and Parallel Programming	GEOG 3110	Economic Geography
CS 2470	Networking	GEOG 4120/5120	Demography and Population Geography
CS 2530	Intermediate Computing	GERO 4170/5170	Long Term Care Administration
CS 2720	Software Engineering	HIST 3020	Introduction to Museum Studies
CS 3120/5120	User Interface Design	INTDSGN 2063	Computer Applications for Interior Design I
CS 3140/5140	Database Systems	INTDSGN 3129	Building Codes and Standards
CS 3150/5150	Information Storage and Retrieval	INTDSGN 3164	Professional Practice of Interior Design
CS 3430/5430	Operating Systems	INTDSGN 3165	Professional Preparation in Interior Design
CS 3610/5610	Artificial Intelligence	PH 3640	Worksite Health Promotion
CS 3650/5650	Computational Biology	RTNL 3110	Management and Human Resources in Recreation, Tourism and Nonprofit Leadership
CS 3730/5730	Project Management	RTNL 3130	Marketing in Recreation, Tourism and Nonprofit Leadership
CS 3750/5750	Software Verification and Validation	RTNL 3337	Human Resource Development for Recreation, Tourism and Nonprofit Leadership
CS 4400/5400	System Administration	RTNL 3338	Planning Strategies in Nonprofit and Youth Agencies
CS 4410/5410	System Security	RTNL 3774	Conferences, Expositions and Conventions in Tourism
CS 4620/5620	Intelligent Systems	RTNL 3777/5777	Special Events Management
CS 4740/5740	Real-Time Embedded Systems	RTNL 3778/5778	Community Based Tourism
CSD 3650	Clinical Processes	RTNL 4210/5210	Nonprofit Leadership Practicum, Level II
CSD 3900/5900	Aural Rehabilitation	RTNL 4320	Financial Resource Management in Recreation, Tourism and Nonprofit Leadership
CSD 4500	Clinical Practice	RTNL 4621/5621	Camp Staff Development
EARTHSCI 3250/5250	Measurement and Analysis of Air Quality	RTNL 4625/5625	Camp Management Systems
EARTHSCI 3345/5345	Environmental Geology	RTNL 4776/5776	Eco, Adventure and Sport Tourism
EARTHSCI 3350/5350	Environmental Hydrology	MGMT 3153	Organizational Management
EARTHSCI 3355/5355	Hydrogeology	MIL SCI 3116	Platoon Operations
EARTHSCI 3360/5360	Field and Laboratory Methods in Hydrology		
ENGLISH 2770	Introduction to Workplace Writing		
ENGLISH 4765/5765	Applied Writing: Workplace Communication		
ENGLISH 4770/5770	Applied Writing: Proposals and Grants		
ENGLISH 4775/5775	Applied Writing: Specialized Documents		
ENGLISH 4780/5780	The Profession of Editing		
ENGLISH 4785/5785	Applied Writing: Projects, Grants and Careers		
FAM SERV 2060	Strategies and Issues in Family Services		
FAM SERV 3176/5176	Consumer Behavior Across the Lifespan		

MIL SCI 3117	Applied Leadership in Platoon Operations
MIL SCI 3118	Mission Command and the Army Profession
MIL SCI 3119	Mission Command and the Company Grade Officer
PHYSICS 4050/5050	Optical Science
PHYSICS 4290/5290	Project Lead The Way: Digital Electronics
PHYSICS 4300/5300	Introduction to Electronics
PHYSICS 4310/5310	Physical Computing
PHYSICS 4600/5600	Classical Mechanics
PHYSICS 4700/5700	Electrodynamics
PHYSICS 4750/5750	Physics of Modern Materials
PHYSICS 4800/5800	Quantum Mechanics
PHYSICS 4860/5860	Computational Physics
PHYSICS 4900/5900	Thermodynamics and Statistical Mechanics
POLSCI 3174	Management of Public Human Resources
PSYCH 2301	Applied Psychology
PSYCH 3304	Work Psychology: Well-Being
PSYCH 3305	Work Psychology: Performance
SOC 1000	Introduction to Sociology
SOC 3045/5045	Social Inequality
TECH 2119	Computer Applications in Technology
TECH 3113	Manufacturing Tooling
TECH 3131/5131	Technical Project Management
TECH 3143	Managing Operations and Manufacturing Systems
TECH 4093/5093	Graphic Communications Estimating and Management I
TECH 4161	Digital Graphic Communications
TECH 4187	Applied Industrial Supervision and Management
CONSTR 2000	Land, Route, and Construction Surveying
CONSTR 3000	Heavy Construction Operations & Equipment
CONSTR 3050	Construction Estimating
TEXDSGN 2005	Fashion Event Planning and Digital Marketing
TEXDSGN 2007	Apparel Assembly and Technical Design
TEXDSGN 2008	Computer Applications for the Textile and Apparel Industry
TEXDSGN 3009	Textile Structures & Sourcing
PRODINNO 2000	Quality Assurance
PRODINNO 4000	Product Development
TEXDSGN 3012	Fashion Design: Flat Pattern and Draping

TEXDSGN 3013	Professional Development: Textile and Apparel
THEATRE 2060	Production Studies
THEATRE 2190	Stage Management
THEATRE 3050	Theatre Production
THEATRE 3155	Topics in Theatre Design and Production
THEATRE 3220	Design I: Theatrical Design Aesthetics
THEATRE 3230	Design II: Theatrical Design Process
THEATRE 3240	Design III: Theatrical Design Application

Total Hours **21**

* ECON 1041 or ECON 1051 will substitute for ECON 1031.

**Some of the courses listed may require prerequisites prior to enrollment. Please consult with the UNI course catalog or appropriate department head to determine requirements for the courses.

Policies

Note: A copy of the Wilson College policies may be obtained at <https://business.uni.edu/students/advising/uni-college-business-policies>. Enrollment in upper division (3000/4000-level) business courses requires satisfactory completion of the Wilson College of Business admission requirements and any course prerequisites.

Marketing majors *may* declare a double major, double minor, and/or major and minor within the Wilson College of Business, subject to the regulations imposed by those Wilson College of Business departments affected. Marketing majors minoring within the Wilson College of Business must select minors designated for business majors. Marketing majors may not declare more than one emphasis in Marketing. Wilson College of Business students cannot minor in Marketing.

All students majoring in business must complete 50% of their major coursework in the Wilson College of Business at UNI. Major coursework would include any undergraduate, credit-bearing, graded course taught in the Wilson College of Business at UNI. Business courses taken at UNI as credit/no credit do not qualify. A minimum of 10 credits must be upper division (3000-4000 level courses). In addition, a minimum of nine graded hours must be earned in 3000/4000-level UNI Marketing courses. A student must earn a 2.20 cumulative grade point average at UNI; and earn an overall 2.20 grade point average in business-designated courses taken at UNI.

The Wilson College of Business limits the number of courses that can be counted towards major specific requirements across the College. The College will allow students to double count one major specific course between majors, with the following exceptions. These exceptions include major combinations which allow two double-counted courses:

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- MIS/Business Analytics
- Real Estate/Finance: Financial Management or Investments
- Business Analytics/Economics: Business Economics

This guideline is not applicable to the business core. There are no limitations to the number of courses that can be double-counted towards minors and/or certificates within the College.

The Marketing and Entrepreneurship Department may impose additional admission requirements for students wishing to declare a minor or a second Wilson College of Business major. Eligibility to declare a minor or a second Wilson College of Business major is based on competitive GPA and space availability.

Related Programs

- Entrepreneurship Certificate
- Marketing B.A.