



## Entrepreneurship Concentration & Minor - New Brunswick

### Description

The Entrepreneurship Concentration and Minor course sequence are structured such that students acquire basic business knowledge and skills before taking more advanced courses.

*Introduction to Entrepreneurship* (33:382:302) offers students a framework for understanding the entrepreneurial process, and exposes students to challenges, problems, and issues faced by entrepreneurs who start new businesses.

*Managing Growing Ventures* (33:382:303) then offers an overview of running a small business, including discussions of leadership, strategy, marketing, finance, operations, human resources, supplier management, facilities, banking, legal, and regulatory considerations. This range of business aspects, and the range of entrepreneurship courses offered, are directly applicable to starting a small business or joining a large corporation. Many companies are explicitly setting expectations for, and placing value on, employees with entrepreneurial skills.

Within the concentration and minor, students receive a combination of theoretical and practical exposure to entrepreneurship. Case study is the principal teaching method, supplemented by lectures, project work, and guest speakers.

### Key Facts:

- Concentration for RBS students
- Minor for non-Rutgers Business School students
- Courses enroll both RBS and non-RBS students
- Such diversity encourages a greater variety of ideas and perspectives on problem solving

### Learning Goals

- Identify and evaluate business opportunities
- Develop a business concept
- Assess and obtain required resources
- Manage the growth of new ventures
- Effectively manage a small business
- Avoid common entrepreneurial mistakes

### Advantages

A Concentration in Entrepreneurship prepares students to start a business or bring entrepreneurial skills to an established business. Virtually any position can utilize the learning goals. A Minor in Entrepreneurship augments all disciplines and expands career options and professional development. Virtually any position can utilize the learning goals.

Be informed that students may not double minor in Business Administration and Entrepreneurship.

### Examples of Entrepreneurial Ventures

Public Relation Firm, Graphic Designs/Multimedia Company, Franchisee, Doctor, Lawyer, Consultant (Marketing, Educational, Medical, Sales, etc.), Real Estate Developer, Event Planner.

## Concentration Structure

The concentration consists of three classes/nine credits. The required courses include two core classes (6 credits), and one elective class (3 credits).

### Core Requirements (6 credits)

COURSE#	TITLE	CREDITS
33:382:302	Introduction to Entrepreneurship	3
33:382:303	Managing Growing Ventures	3

### Electives (3 credits)

COURSE#	TITLE	CREDITS
33:382:340	Creativity, Innovation, & Entrepreneurship	3
33:382:496	Entrepreneurship Practicum	3
33:382:355	Managing Technological Innovation	3
33:382:352	Multicultural Market	3
33:382:486	Music Industry	3
33:630:369	New Product Planning	3
33:382:310	Social Entrepreneurship	3
33:382:360	Technology Ventures	3
33:382:342	Urban Entrepreneurship & Economic Development	3

## Minor Structure

Non-RBS students pursuing the entrepreneurship minor will take all 6 courses (18 credits). The suggested course track for this minor will be to first take the Preliminary Core Requirements designed to provide students with general business skills (9 credits), then take the Entrepreneurship Core courses (6 Credits), and finally select an elective (3 credits).

### Preliminary Core Requirements (9 credits)

COURSE#	TITLE	CREDITS
33:382:103	Accounting for Entrepreneurs & Small Businesses	3
33:382:203	Finance for Entrepreneurs & Small Businesses	3
33:382:202	Marketing for Entrepreneurs & Small Businesses	3

**Entrepreneurship Core Requirements (6 credits) same as above**

**Electives (3 credits) same as above**

## How to Apply

For more information, please contact Alfred E. Blake IV, Assistant Director of Undergraduate Entrepreneurship Programs.  
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Visit our website to find out more about applying:

<https://myrbs.business.rutgers.edu/undergraduate-new-brunswick/entrepreneurship-minor>

