



Entrepreneurship Concentration & Minor - Newark

Description

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

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 Minor in Entrepreneurship augments all disciplines and expands career options and professional development. The Entrepreneurship concentration provides students with a combination of theoretical and practical exposure to entrepreneurship. Virtually any position can utilize the learning goals.

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.

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-newark/entrepreneurship-minor>

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

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
29:382:302	Introduction to Entrepreneurship	3
29:382:303	Managing Growing Ventures	3

Electives (3 credits)

COURSE#	TITLE	CREDITS
29:382:340	Creativity, Innovation, & Entrepreneurship	3
29:382:496	Entrepreneurship Practicum	3
29:382:355	Managing Technological Innovation	3
29:382:352	Multicultural Market	3
29:382:486	Music Industry	3
29:382:310	Social Entrepreneurship	3
29:382:360	Technology Ventures	3
29:382:342	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
29:382:103	Accounting for Entrepreneurs & Small Businesses	3
OR		
29:010:203	Financial Accounting	3
29:382:203	Finance for Entrepreneurs & Small Businesses	3
OR		
29:390:329	Finance *Requires additional courses, see below	3
29:382:202	Marketing for Entrepreneurs & Small Businesses	3
OR		
29:630:301	Intro to Marketing	3

*Finance Requires

(29:010:203 Introduction to Financial Accounting, 29:010:204 Introduction to Managerial Accounting and 21:220:231 and 21:640:119 Basic Calculus)

Entrepreneurship Core Requirements (6 credits) same as above

Electives (3 credits) same as above

