

ENTREPRENEURSHIP MAJOR

It is estimated that there are over 31 million entrepreneurs in the United States. These entrepreneurs have created and run businesses that span between home-based businesses to international companies. All industries are represented as fertile ground for entrepreneurs to capitalize on opportunities. Entrepreneurs have been a driving force in our economy and will continue to be an integral component as we move forward.

The best way to predict your future is to create it. That's the thinking behind Saint Joseph's University's Entrepreneurship major. This program will help you learn the skills, theories and tools needed to launch your own business, to bring an entrepreneurial mindset to the corporate world, enhance a family business, or to develop a social venture to make a difference in the world. Several of our entrepreneurship students have developed or enhanced their own entrepreneurial ventures.

The curriculum is structured around a skills-based, multidisciplinary, hands on approach to entrepreneurship that offers students a chance to not only understand the field of entrepreneurship, but to do so in an experiential learning environment. The major allows students flexibility based on their individual career goals.

The major is designed in a way that students gain experience with the key skills needed to successfully recognize opportunities, plan the venture, leverage networking, build an effective entrepreneurial team, and to integrate the important components of Accounting, Finance, Marketing, Management, and Business Law. We have developed specific learning objectives for the Entrepreneurship major and coordinated them throughout the curriculum to allow students to build on their entrepreneurial skillset as they progress through the curriculum.

Learning Goals and Outcomes

Goal 1: Communication in Entrepreneurship

Outcome 1.1: Students will demonstrate the ability to effectively communicate both orally and in writing.

Goal 2: Critical Thinking and Entrepreneurship

Outcome 2.1: Students will demonstrate the ability to problem solve and apply critical thinking in an entrepreneurial setting.

Goal 3: Jesuit Tradition/Ethics/Social Justice in Entrepreneurship

Outcome 3.1: Students will demonstrate the role of ethics and social justice in entrepreneurship.

Goal 4: Recognizing Entrepreneurial Opportunities

Outcome 4.1: Students will learn skills and demonstrate the ability to recognize entrepreneurial Opportunities.

Goal 5: Business Planning in Entrepreneurship

Outcome 5.1: Students will learn skills and tools to understand and engage in all facets of an action-based approach to business planning.

Goal 6: Role of Networking/connections in Entrepreneurship

Outcome 6.1: Students will learn the value of the importance of networking/connections to a successful entrepreneurial venture.

Goal 7: Roles of Teams in Entrepreneurship

Outcome 7.1: Students will understand the role of teams in entrepreneurial ventures and develop skills of working in teams.

Goal 8: Multi-discipline Nature of Entrepreneurship

Outcome 8.1: Students will develop skills and understanding of the multi-disciplinary nature of entrepreneurship.

Requirements

The traditional undergraduate programs includes a minimum of 120 credits distributed across three components: A General Education component divided into Signature Courses, Variable Courses, and an Integrative Learning requirement; a Major and Divisional component; and Free Electives. In addition to course requirements as specified in each area, students must complete one certified course in each of the following overlay areas¹:

1. Diversity, Globalization or Non-western Area Studies,
2. Ethics Intensive
3. Writing Intensive, and
4. Diversity

¹

Overlay requirements are part of the 120 credit requirements

General Education Signature Courses

See this page about Signature courses (<https://academiccatalog.sju.edu/curricula/#signature>).

General Education Variable Courses

See this page about Variable courses (<https://academiccatalog.sju.edu/curricula/#variable>). Six to Nine courses

General Education Overlays

See this page about Overlays (<https://academiccatalog.sju.edu/curricula/#overlay>).

1. Check the current Academic Catalog for any pre-requisites to the courses. You are responsible to complete any necessary pre-requisites.
2. Check the Course Schedule for overlays as many ILCs are approved overlay courses.
3. Check with the appropriate department for course scheduling as not all courses are offered every semester.

General Education Integrative Learning Component

See this page about Integrative Learning Component (<https://academiccatalog.sju.edu/curricula/#integrative-learning>). Three courses:

In no case may an ILC course be double counted towards completing other requirements of the Entrepreneurship major.

| Code | Title | Hours |
|-------------------------------------|------------------------------|-------|
| Required of All HSB Students | | |
| ECN 102 | Introductory Economics Macro | 3 |
| Select two from the following: | | 6 |
| Economics | | |

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|---------|-------------------------------|
| ECN 321 | International Trade |
| ECN 322 | International Macroeconomics |
| ECN 330 | Economics of Labor |
| ECN 360 | Industrial Organization |
| ECN 370 | Economic Development |
| ECN 375 | Environmental Economics |
| ECN 390 | The Economics of Healthcare |
| ECN 410 | Econometrics |
| ECN 415 | Economic Forecasting |
| ECN 477 | Chinese Economics |
| ECN 480 | Econ of Poverty & Income Dist |
| ECN 484 | Race and the Economy |

English

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| ENG 206 | Public Speaking & Presentation |
| ENG 263 | Writing for Organizations |
| ENG 267 | Negotiations, Writing&Conflict |

Philosophy

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| PHL 258 | The Authentic Self |
| PHL 264 | Topics in Moral Psychology |
| PHL 326 | Philosophy of Sports |

Political Science

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| POL 111 | Intro to American Politics |
| POL 113 | Intro to Comparative Politics |
| POL 115 | Intro to Global Politics |
| POL 117 | Intro to Political Thought |
| POL 309 | Advising and Advocacy |
| POL 310 | Constitutional Politics |
| POL 311 | Const Law:Rights & Civil Lib |
| POL 313 | Public Policy |
| POL 323 | Women and American Politics |
| POL 324 | Race & Ethnic Politics in U.S. |
| POL 326 | Protesting Inequality |
| POL 331 | Latin American Politics |
| POL 333 | Asian Democ at the Crossroads |
| POL 334 | Russian Politics |
| POL 340 | Political Geography |
| POL 352 | Global Political Economy |
| POL 367 | Ethics in Internation Affairs |
| POL 368 | Women, Gender & World Politics |

Psychology

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|---------|--------------------------------|
| PSY 100 | Introductory Psychology |
| PSY 123 | Psychology of Men and Women |
| PSY 126 | Psychology of Culture |
| PSY 127 | Behavioral Economics |
| PSY 129 | Industrial/Organizational Psyc |
| PSY 200 | Personality Psychology |
| PSY 230 | Social Psychology |
| PSY 234 | Psychology of the Self |
| PSY 235 | Psychology of Gender |

Sociology

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| SOC 101 | Intro to Sociology |
| SOC 102 | Social Problems |

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| SOC 205 | Ethnic & Minority Relations |
| SOC 208 | Sociology of Gender |
| SOC 211 | Classical Sociological Theory |
| SOC 253 | Race and Social Justice |
| SOC 262 | White Collar Crime |
| SOC 316 | Fair Trade Coffee: Study Tour |
| SOC 335 | Classes and Power in US |
| SOC 345 | Law and Social Policy |
| SOC 349 | Poverty Ethics & Social Policy |
| SOC 363 | Race Relations in Philadelphia |

Free Electives

Six courses

Business Foundation

Ten courses, including:

| Code | Title | Hours |
|--------------------|--------------------------------|-----------|
| ACC 101 | Concepts of Financial Acct | 3 |
| ACC 102 | Managerial Accounting | 3 |
| DSS 100 | Excel Competency | 1 |
| DSS 200 | Intro to Information Systems | 3 |
| DSS 210 | Business Statistics | 3 |
| DSS 220 | Business Analytics | 3 |
| FIN 200 | Intro to Finance | 3 |
| or FIN 225 | Fund of Quantitative Finance | |
| MGT 110 | Essent'ls of Organzational Beh | 3 |
| or MGT 120 | Essentials of Management | |
| MGT 360 | Legal Environment of Business | 3 |
| MKT 201 | Principles of Marketing | 3 |
| BUS 495 | Business Strategy ¹ | 3 |
| or ACC 423 | Accounting Control Systems | |
| Total Hours | | 31 |

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Accounting Majors can choose between ACC 423 and BUS BUS 495

Major Requirements

| Code | Title | Hours |
|---|--------------------------------|----------|
| Required Courses | | |
| MGT 230 | Intro:Entrepreneur/New Venture | 3 |
| MGT 231 | Family Business | 3 |
| or MGT 330 | Social Enterprise & Soc Change | |
| MGT 222 | Influence,Negotiation&Conflict | 3 |
| or MKT 304 | Principles of Selling | |
| or MKT 312 | Selling and Sales Management | |
| MGT 364 | Bus Law-Entrepreneurial Firms | 3 |
| MGT 435 | Family Bus &Entrepren Capstone | 3 |
| Select one of the following electives: | | 3 |
| MGT 330 | Social Enterprise & Soc Change | |
| or MGT 222 | Influence,Negotiation&Conflict | |
| FBE 270 | Spec Topics: FBE | |
| or FBE 370 | FBE Special Topics | |

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| or FBE 470 | FBE Special Topics |
| FBE 490/491 | FBE Internship I |
| FBE 493/494 | Family, Bus & EntrepResearch I |
| FIN 303 | Small Business Finance |
| FMK 202 | Overview of the Globl Food Ind |
| FMK 302 | Undrstndg Food Cust & Consumrs |
| FMK 312 | New Product Development |
| IBU 210 | Intro Internat. Business |
| MGT 210 | Business Stakeholders & Ethics |
| MGT 211 | Perspectives on Leadership |
| MGT 212 | Organizational Sustainability |
| MGT 220 | Intro Human Resource Managemen |
| MGT 221 | Diversity in the Workplace |
| MGT 365 | Employment and Labor Law |
| MKT 202 | Marketing Research |
| RMI 301 | Corporate Risk Management |
| Total Hours | 18 |