

# ENTREPRENEURSHIP (BS)

Director: Ji-Hee Kim, PhD

## Introduction

For a more detailed description of the program, faculty, facilities, academic and co-curricular opportunities please go to the Entrepreneurship webpage (<https://www.canisius.edu/academics/programs/entrepreneurship>).

The Entrepreneurship Major at Canisius College includes the study of subjects traditional business programs rarely cover, such as how to start new business and how to run a small growth company. The major offers an integrated curriculum which draws upon management, marketing and finance to provide students a broad background in business while developing entrepreneurial skills and insights. The entrepreneurship curriculum emphasizes creativity, innovation and interpersonal skills.

Students learn to identify and evaluate business opportunities, acquire capital and other resources, and start, develop, grow and sell a business concept. Entrepreneurship Majors are encouraged to develop a business concept and make it a reality. A key component of the curriculum is a year-long experience in which juniors and seniors develop business plans for a company, ideally one that they will eventually start and operate themselves. Real-world experience is part of the bedrock of a Canisius business education. In some courses, entrepreneurship majors act as consultants to small businesses. With faculty guidance, students work on projects for and advise practicing entrepreneurs. Students gain valuable insight by examining failure as well as success and often help their clients fix what is going wrong.

The Entrepreneurship Major is career-oriented with courses built upon a business core but tailored to the needs of entrepreneurs. Students discover their innate entrepreneurial potential and develop a set of tools and perspectives to capitalize on it.

### The Canisius program prepares students to

1. acquire an existing business or franchise;
2. start up a new venture;
3. manage an existing family business for growth; and/or
4. engage in intrapreneurship – the development of new products or programs – or the evaluation and pursuit of potential mergers or acquisitions within a mature corporation.

## Career Opportunities

Gaining experience on their own is natural for Entrepreneurship Majors. Some Canisius College students start and run a business while still pursuing their degrees. A car detailing firm, a landscaping service, a small business promotional agency and a retail store are current examples. Virtually all graduates of the Canisius College entrepreneurship program are involved in their own business ventures.

## Internships

The Entrepreneurship Major at Canisius College strongly emphasizes hands-on experience in addition to a high-quality curriculum.

## Qualifications

Students must maintain a 2.0 GPA in their major and a 2.0 overall GPA to graduate with a degree in Entrepreneurship. All students must complete a minimum of 120 credit hours to graduate.

## Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

## Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. The decision may be based on career goals or planned graduate studies. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in some cases additional course work may be required. In order to declare a double major, the student must complete the appropriate double major request form and get the signature of each department chairperson and the appropriate associate dean. Please note that students will receive only one degree, regardless of the number of majors they complete.

## Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. The minors page (<http://catalog.canisius.edu/undergraduate/minors>) provides a complete list of minors and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

## Curriculum

### An Ignatian Foundation

All undergraduate students must complete either the Canisius Core Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum>) or the All-College Honors Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/all-college-honors-program>). Many schools refer to their college-wide undergraduate requirements as "general education" requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

### Free Electives

Students may graduate with more but not less than 120 credit hours. Free electives are courses in addition to the Core Curriculum or Honors Curriculum and major requirements sufficient to reach the minimum of 120 credit hours required for graduation.

## Major Requirements

Code	Title	Credits
<b>Business Core</b>		
Required courses for all business majors ( <a href="http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core">http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core</a> ) 49-51		
<b>Additional Requirements for Entrepreneurship Major</b>		
ENT 101	Experiential Entrepreneurship: Creativity, Innovation, Opportunity, and Idea Generation	3
ENT 201	Entrepreneurial Mind-Set and Foundations	3
ENT 401	Small Business Management and Entrepreneurship	3
ENT 402	Building a Business: From Idea to Venture Creation	3
<b>Major Electives</b>		
Select three of the following electives. At least two of these electives must be offered by the Entrepreneurship program (ENT courses). 9		
ENT 311	Entrepreneurship and Family Business <sup>1</sup>	
ENT 312	International Entrepreneurship <sup>1</sup>	
ENT 314	Social Entrepreneurship and Sustainability <sup>1</sup>	
ENT 414	Franchising and Entrepreneurship <sup>1</sup>	
ENT 496	Internship in Entrepreneurship	
ENT 499	Entrepreneurship Independent Study	
MGT 360	Organizational Behavior	
MGT 364	Human Resources Management	
MGT 437	Project Management	
MGT 460	Ethical Power and Influence for Leaders	
MGT 472	Comparative Management Systems (International)	
MKT 320	Consumer Behavior	
DMA 201	Introduction to Digital Media	
Total Credits		70-72

<sup>1</sup> The following courses are strongly recommended as Entrepreneurship electives: ENT 311, ENT 312, ENT 314, ENT 414.

Students in the Entrepreneurship major are expected to become members of the Canisius College Chapter of the Collegiate Entrepreneurs' Organization (CEO) and/or member of the Canisius Innovation Lab (CIL).

## Roadmap

### Recommended Semester Schedule for Major Course Requirements

#### Freshman

Fall	Spring
ENG 111	ENG 112
Select one of the following math courses:	ENT 101
MAT 105 or MAT 109, MAT 111 or MAT 115	MAT 106 (or Arts & Science Elective if MAT 109, MAT 111, or MAT 115 was taken in fall)
RST 101	ECO 102
ECO 101	Business International Requirement
Business International Requirement	

#### Sophomore

Fall	Spring
ENT 201	MGT 101
ACC 201	ACC 202

ISB 101	PHI 101
History (Field of Knowledge 4)	ECO 256
ECO 255	MKT 201
<b>Junior</b>	
<b>Fall</b>	<b>Spring</b>
ENT Elective	ENT Elective
FIN 201	ENT 401
Natural Science (Field of Knowledge 6)	MGT 325
Arts (Field of Knowledge 3)	Philosophy (Field of Knowledge 2 with Ethics attribute)
Religion (Field of Knowledge 1)	Arts and Sciences Elective
<b>Senior</b>	
<b>Fall</b>	<b>Spring</b>
ENT 402	Free Elective
ENT Elective	Free Elective
MGT 370	MGT 446
Core capstone	Arts and Sciences Elective
Arts and Sciences Elective	Free Elective

## Learning Goals & Objectives

### Student Learning Goal 1

Entrepreneurship Majors will apply a working knowledge of the principles of entrepreneurship to analysis and problem solving.

Students will:

- Objective A: Identify and apply the elements of entrepreneurship and to entrepreneurial processes;
- Objective B: Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth;
- Objective C: Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs.

### Student Learning Goal 2

Entrepreneurship Majors will be able to create and start new ventures.

Students will:

- Objective A: Creatively analyze the business environment, opportunity recognition, and the business idea-generation process;
- Objective B: Know how to acquire necessary resources and organizational matters of new venture creation process;
- Objective C: Write a business plan that creates and starts a new venture.

### Student Learning Goal 3

Entrepreneurship Majors will know how to manage and grow new ventures.

Students will:

- Objective A: Apply a strategy for growth and manage the implications of growth;
- Objective B: Use capital budgeting that includes cost of capital, leverage and dividend policy in a financial management context;
- Objective C: Know how to acquire resources for growth from external sources.

## Minor Interdisciplinary Entrepreneurship Minor

Beginning in fall of 2017, the Department of Management will offer an Interdisciplinary Entrepreneurship Minor. This minor is designed for students who want to expand their educational opportunities, knowledge, and experiences in entrepreneurship (either for-profit and/or not-for-profit). Students enrolled in this minor will learn to develop an entrepreneurial mindset which includes the ability to recognize creative business opportunities. Students will also learn how to develop the business plans needed to pursue these opportunities and bring business ideas to life. The Interdisciplinary Entrepreneurship Minor promotes academic excellence, innovation and student success by providing excellent, diverse, and innovative learning experiences and opportunities.

Any student from business, arts and sciences, or education and human services may enroll in the Interdisciplinary Entrepreneurship Minor regardless of their chosen major. To enroll, students must complete the appropriate minor request form. For additional information or questions, please contact Dr. Ji-Hee Kim, Director of Entrepreneurship and Associate Professor of Management by email at kim15@canisius.edu or by calling at 716-888-2606.

Students enrolled in the Interdisciplinary Entrepreneurship Minor are expected to become members of the Canisius Chapter of the Collegiate Entrepreneurs' Organization (CEO) and/or Canisius Innovation Lab (CIL).

### Curriculum

*Please note: we are currently revising the curriculum in this minor to provide students with more flexibility. Please contact Assistant Dean Laura McEwen for more information about the changes to the minor.*

Code	Title	Credits
<b>Required Courses</b>		
ENT 101	Experiential Entrepreneurship: Creativity, Innovation, Opportunity, and Idea Generation	3
ENT 201	Entrepreneurial Mind-Set and Foundations	3
ENT 401	Small Business Management and Entrepreneurship	3
<b>Electives (3 courses)</b>		9
Select 3 of the following electives. At least 2 of these electives must be offered by the Entrepreneurship program (ENT numbered courses). Students in any business major can not select MGT 101, MKT 201, or ACC 201 as electives for the minor.		
ENT 311	Entrepreneurship and Family Business	
ENT 314	Social Entrepreneurship and Sustainability	
ENT 402	Building a Business: From Idea to Venture Creation	
ENT 496	Internship in Entrepreneurship	
ABEC 363	Canine Evolution, Behavior and Cognition	
ANT 350	Business Anthropology	
ANT 351	Qualitative Research Methods	
DMA 201	Introduction to Digital Media	
DMA 215	Digital Media Culture	
MGT 101	Introduction to Management <sup>1</sup>	
MKT 201	Principles of Marketing <sup>1</sup>	
ACC 201	Financial Accounting <sup>1</sup>	
Total Credits		18

<sup>1</sup> Business majors may not use MGT 101, MKT 201 or ACC 201 as electives for the minor.

### Courses

#### ENT 101 Experiential Entrepreneurship: Creativity, Innovation, Opportunity, and Idea Generation 3 Credits

Provides a broad introduction to entrepreneurship and prepares students for developing a mindset for thinking creatively, using innovation, recognizing opportunities and generating entrepreneurial ideas. Other topics include strategic and tactical planning and entrepreneurial activities of an actual business enterprise. Students will participate in the "Business Idea Elevator Pitch Competition." Open to business and non-business majors including students from the College of Arts and Sciences and the School of Education and Human Services.

**Fulfills College Core:** Oral Communication

**Offered:** every spring.

#### ENT 102 Student Startup Accelerator 1 Credit

Student must already have a business idea. This course requires approval from the instructor, the program director, or department administrative associate.

#### ENT 201 Entrepreneurial Mind-Set and Foundations 3 Credits

Provides an understanding of the entrepreneurial process from both conceptual and applied perspectives. Topics include creativity, innovation, the characteristics of entrepreneurs, common issues encountered by entrepreneurs, entrepreneurial marketing, entrepreneurial finance, and organizational strategies for new business enterprises. Students will engage in entrepreneurial projects. Open to business and non-business majors.

**Offered:** every fall.

#### ENT 311 Entrepreneurship and Family Business 3 Credits

Provides students with an understanding of key concepts related to and challenges faced by family businesses. Students will learn about ways to foster healthy family businesses through the use of innovative tools and via hands-on learning. The course will explore how the dynamics of a family unit can both help and hinder the success of a business organization. Issues such as mentoring, succession planning and family creeds and councils, and the special problems of family businesses and other closely-held corporations will be explored. Attention will also be devoted to family business planning, effective governance approaches in family businesses, preparing heirs for entry into and management of family firms, and tax and compensation planning.

**Prerequisite:** ENT 201 or MGT 101, or by permission of the instructor.

**Restriction:** junior or senior standing.

**Offered:** every fall.

#### ENT 312 International Entrepreneurship 3 Credits

Explores international entrepreneurship -- its dimensions and importance -- and how it differs from other areas of international business. Students learn to identify and analyze information available for entrepreneurs seeking to move internationally and to address the important strategic issues in international entrepreneurship. May be used as ENT and/or IBUS elective.

**Prerequisite:** ENT 201 or MGT 101, or by permission of the instructor.

**Restriction:** junior or senior standing.

**Offered:** occasionally.

**ENT 314 Social Entrepreneurship and Sustainability** 3 Credits

This practitioner-oriented course focuses on innovative, values-driven organizations which have explicit civic missions or social purposes and which are most typically associated with the not-for-profit sector of the economy. The chief aims of the course are to help students understand and appreciate the role of the nonprofit sector in creating societal wealth in the economy, to engage participants in institutional efforts to create a good society through exposure to the work of these organization, and to have students consider a variety of forms of involvement available to aspiring entrepreneurs in preparing for leadership roles in their communities.

**Prerequisite:** ENT 201 or MGT 101, or by permission of the instructor.

**Restriction:** junior or senior standing.

**Offered:** every spring.

**ENT 401 Small Business Management and Entrepreneurship** 3 Credits

Focuses on the most common problems encountered by owners, managers, and entrepreneurs in organizing and operating small enterprises. Topics include creativity, and innovation; entrepreneurial strategy; pursuing new venture opportunities; the new venture business plan; creative small business marketing; innovative small business management; financial management in the entrepreneurial firms; and legal requirements. Students will obtain entrepreneurial experience through working with entrepreneurs and small business enterprises.

**Prerequisite:** either ENT 201 or MGT 101, ACC 201, & MKT 201.

Entrepreneurship majors must complete ENT 201. **Restriction:** junior standing or higher.

**Offered:** every spring.

**ENT 402 Building a Business: From Idea to Venture Creation** 3 Credits

Capstone course required of all entrepreneurship majors at the end of the program. Students develop an original idea for a new venture and write a comprehensive business plan for that venture. An integration of the theory and practice of entrepreneurship. The course focuses on identifying opportunities for a new venture and the process of starting and growing a new business. The business plan will apply key principles and concepts to real world situations. Students must participate the New York State Business Plan Competition and other required activities to complete this course to get a final grade during the following spring semester. Please note that this class counts as an Entrepreneurship Major Capstone class, but does NOT count toward the Canisius Core Curriculum.

**Prerequisite:** ENT 401 or MGT 101, ACC 201 and MKT 201. **Restriction:** junior or senior standing.

**Offered:** every fall.

**ENT 414 Franchising and Entrepreneurship** 3 Credits

Analytical approach to understanding the basic forms of franchising, legal agreements and requirements in franchising businesses. Explores how to foster a new generation of independent business owners and reasons for buying a franchise.

**Prerequisite:** MGT 101. **Restriction:** junior standing.

**Offered:** occasionally.

**ENT 496 Internship in Entrepreneurship** 1-3 Credits

Non-routine job experiences that link specific entrepreneurship topics and academic concepts with practical experience. Requires supervision by faculty and student demonstration of academic value through papers and reports. Internships require an application and approval by the associate dean.

**Prerequisite:** student must complete a WSB Internship Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

**Offered:** fall, spring, & summer.

**ENT 499 Entrepreneurship Independent Study** 1-4 Credits

Limited availability and only available by application and approval by the associate dean.

**Prerequisite:** student must complete a WSB Independent Study Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

**Offered:** occasionally.