

ENTREPRENEURSHIP (BS) Advisement

This major is being discontinued and will not accept new students after September 30, 2020. Students who have declared this major prior to September 30, 2020 will use these standards to complete the program requirements.

Introduction

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. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per college policy, each additional major requires a minimum of 15 credits that do not apply to the student's first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases additional course work may be required. Please note that students will receive only one degree, regardless of the number of majors they complete. Both (all) majors appear on a student's transcript.

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. To receive a minor, the student must complete at least 9 credit hours of coursework distinct from their other credentials (i.e., majors, other minors). The complete list of minors is available on the Canisius website (<https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17>) and in the catalog (<https://catalog.canisius.edu/undergraduate/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

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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 a bachelor's degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation.

The number of credits required to complete a bachelor's degree may vary depending on the student's major(s) and minor(s).

Major Requirements

Code	Title	Credits
Business Core		
Required courses for all business majors (http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/) 49-51		
Additional Requirements for Entrepreneurship Major		
ENT 110	Fundamentals of Entrepreneurship	3
ENT 410	Launching and Growing Entrepreneurship Ventures	3
MGT 364	Human Resources Management	3
MKT 320	Consumer Behavior	3
Major Electives		
Students must complete three of the following electives, only two of which may be ENT courses. 9		
ENT 311	Entrepreneurship and Family Business ¹	
ENT 312	International Entrepreneurship ¹	
ENT 314	Social Entrepreneurship and Sustainability ¹	
ENT 499	Entrepreneurship Independent Study	
MGT 360	Organizational Behavior	
MGT 460	Ethical Power and Influence for Leaders	
MGT 472	Comparative Management Systems (International)	
DMA 201	Introduction to Digital Media	
MGT 433	Negotiation Theory and Practice	
MKT 350	Digital Marketing	
Total Credits		70-72

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).

Students majoring in both Entrepreneurship and Management must complete at least five, distinct courses not counted towards the Management major, including electives for the Management minor.

Roadmap

Recommended Semester Schedule for Major Course Requirements

Freshman		
Fall	Spring	
ENG 111	ENT 110	
MAT 105, 111, or 115	MGT 101	
RST 101	ECO 102	
ECO 101	ENG 112	
ISB 101	MAT 106 (or Arts & Science Elective if MAT 109, MAT 111, or MAT 115 was taken in fall)	
Business International Requirement		
BUS 101		
Sophomore		
Fall	Spring	
ACC 201	ACC 202	
ECO 255	FIN 201	
ISB 101	PHI 101	

MKT 201	ECO 256
Business International Requirement	Business International Requirement
History (Field of Knowledge 4)	
BUS 201	
Junior	
Fall	Spring
ENT Elective	ENT Elective
MKT 320	MGT 325
Philosophy (Field of Knowledge 2 w/ Ethics Attributes)	MGT 364
Religious Studies (Field of Knowledge 1)	Arts (Field of Knowledge 3)
Science (Field of Knowledge 6)	Arts and Sciences Elective
Senior	
Fall	Spring
ENT 410	MGT 446
ENT Elective	Arts and Sciences Elective
MGT 370	Free Elective
Core capstone	Free 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.

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 110 Fundamentals of Entrepreneurship 3 Credits

Provides an insight into fundamentals of entrepreneurship with hands-on learning about the entrepreneurial mid-set and life, creativity, innovation, ideation, marketing, process of evaluating new venture opportunities, and pathways to entrepreneurial ventures. Open to business and non-business majors.

Offered: every spring.

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 110 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 110 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 110 or MGT 101, or by permission of the instructor.

Restriction: junior or senior standing.

Offered: every spring.

ENT 320 Social Entrepreneurship 3 Credits

Social entrepreneurship is a relatively recent business and research field that explores the practice of identifying, starting and developing successful entrepreneurial ventures that strive to advance social changes through innovative solutions. This course introduces students to both theory and practice of social entrepreneurship and provides them with the knowledge and abilities required for thinking entrepreneurial with a socially conscious business mindset.

Offered: occasionally.

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 410 Launching and Growing Entrepreneurship Ventures 3 Credits

Identify and evaluate an idea, assess the market, business planning and analysis applied to launching and growing entrepreneurial ventures. Topics include the lean launch pad, business plan, starting a small business, competitive analysis, strategic and managerial analyses, understanding the process of raising capital and how to speak to investors, and professional presentation methods. The class also provides interactive with entrepreneurs and local entrepreneurship professionals.

Prerequisites: ENT 110 or the combination of MGT 101, MKT 201, and ACC 201.

Offered: every fall.

ENT 495 WNY Prosperity Internship 3 Credits

WNY Prosperity Internship.

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.