8-12-2011

Business Innovation Group (BIG) News

Georgia Southern University
Over the last year the Center for Entrepreneurial Learning and Leadership has been working on gaining approval for a new minor in entrepreneurship and small business management. The minor was approved earlier in 2011 and from Fall 2011 is open to students across the University. A minor in Entrepreneurship and Small Business Management is a significant step forward in our efforts to provide entrepreneurship education to students beyond the College of Business Administration and will enable students on any major (e.g. computer science; engineering; accounting) to take our courses. Over the coming semesters we will be promoting the new minor across campus.

The Minor in Entrepreneurship and Small Business includes:

**Minor program:**

*MGNT 3130 Principles of Management (3)*

Provides an overview of the management function, with emphasis on managerial planning, organizing, leading, and controlling. Prerequisite(s): Pre-business and undeclared students must meet the requirements for BBA status. Students with declared majors in other fields must have completed a minimum of 55 semester hours.

*MGNT 3234 Entrepreneurship (3)*

A study of the business formation and growth processes involved in entrepreneurship. The course also focuses on the behaviors of entrepreneurs within different entrepreneurial contexts. This is a course that engages students in interactive exercises and invites local entrepreneurs into the classroom to share their experiences of setting up and running new ventures. Prerequisite(s): A minimum grade of “C” in MGNT 3130.

*MGNT 4234 Small Business Management (3)*

Provides an introduction to the unique attributes of small businesses. Prerequisite(s): A minimum grade of “C” in MGNT 3130 or permission of instructor.

*MGNT 4235 Applied Small Business Management (3)*
An applied course that involves interactions with actual small business owners and observations of their management practices. Prerequisite(s): A minimum grade of “C” in MGNT 3130 or permission of instructor.

**MGNT 4236 New Venture Planning (3)**

This is a project-based course in which students, working in small groups, research and develop a business plan for a new venture. With tutorial guidance, students will select an entrepreneurial idea and develop it into a comprehensive and fully detailed, written business plan. All aspects of the business must be thoroughly researched and the written plan must include three years’ financial projections. In the final week of the course, students will make a formal presentation of their plan and be interviewed by an enterprise panel with the aim of obtaining funding for the venture. The enterprise panel may include a bank manager, a business angel and/or a venture capitalist. Prerequisite(s): A minimum grade of “C” in MGNT 3130.