

Entrepreneurship Minor: Program Update to ACC

College of Business and Technology



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Entrepreneurship Minor Program Driven by Industry needs & Student Aspirations

- Industry changes, tools/techniques modernization
- Changing pedagogies for entrepreneurship learning
- Proposed new courses are designed in conjunction with and responding to the market
- Serving the community – create opportunities for students, veterans & community businesses

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Entrepreneurship/Innovation Program Flexible Options For Students

Foundation courses (3 required)

- MGMT/ENTP 1955: Entrepreneurship/Innovation Mindset (3)
- MGMT 4617: Small Business Mgmt./Strategy (3)
- ENTP 3005 - Entrepreneurship Experiential Lab (3)

Foundation of
Entrepreneurship
Minor

Elective courses (4 from here)

- ENTP 3000 - Finance and Funding for Entrepreneurs (3)
- ENTP 3009 - Emerging CRM Technologies for Start-ups (3)
- ENTP 3012 - Social/non-profit entrepreneurship (3)
- ENTP 3010 - Business Models for Entrepreneurs (3)
- ENTP 3016 - Product Design For Non-Tech Majors (3)
- ENTP 3020 - Protecting Intellectual Property (3)
- MKTG 4617 Marketing Analytics/Research (3)

Student can incorporate
elective courses, offered
through other
departments/colleges
to create individualized
programs for their
specific interest, ideas,
and goals.

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Revamped Curriculum

- ENTP - 3000 - Entrepreneurship Finance and Funding
- ENTP - 3005 - Entrepreneurship Innovation Lab
- ENTP - 3009 - CRM Business Solutions for Start-ups
- ENTP - 3010 - Business Models for Start-up Innovation
- ENTP - 3012 - Social Enterprise & Sustainability Entrepreneurship
- ENTP - 3016 - Product Concept Development and Presentation
- ENTP - 3020 - Protecting Intellectual Property
- ENTP - 4550 - Special Topics in Innovation/Entrepreneurship

UCC
Approved 12/11

Next
UCC session

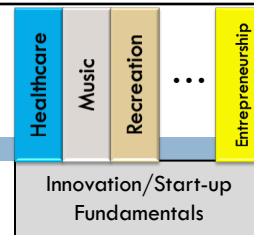
Planned outreach

- Advisement & ETSU departments
- Market outreach to community members businesses

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Key Points

- No pre-requisites/removed
- Cross disciplinary
- Practitioner based
- Mentorship: Faculty, Tri-city Angel/VC & Entrepreneurs



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Examples of New Business Categories (think ETSU departments across campus)

CATEGORIES

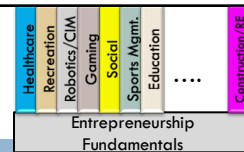
- Advertising
- AI/Machine Learning
- Architecture
- Beauty
- Biotech
- Branding
- Consumer Electronics
- Data Science
- Design
- Education
- Energy
- Fashion Merchandising

CATEGORIES

- Enterprise
- Film & TV
- Finance
- Food
- Gaming
- Clinical health
- Live Events
- Media/Music
- Medical devices
- Not-for-profit
- Sustainability/Recycling
- Retail Ops
- Recreation
- Robotics

CATEGORIES

- Security
- Senior care
- Social Good
- Sports
- Style
- Transportation
- Travel
- Urban Dev./Real Estate
- Video
- Virtual/AR
- Wellness



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Back Up

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Entrepreneurship Minor Program Goals

- **Attract participants** from across ETSU, Community colleges and High Schools
- **Expose students** to start-up mindset; transition idea to an MVP using milestone-based approach
- **Enable access** to mentoring/forward advice to next stage accelerators, Community entrepreneurs, business SME and faculty advisors
- **Provide opportunities** for participating ENTP students within local eco-system: Entrepreneur-In-Residence, incubators, ETSU start-ups
- **Develop student attitudes, skills and behaviors** to succeed
 - Build confidence: Learn by doing, creativity, boot-strapping, adaptability
 - See possibilities, understand/use pivoting to overcome risk/hurdles
 - Critical thinking and problem solving

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