

ENTREPRENEURSHIP MINOR (MANCHESTER)

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<https://manchester.unh.edu/program/minor/entrepreneurship>

Description

The entrepreneurship minor is designed for those students who are interested in starting their own business or enhancing a business in which they are currently working.

The course content of the minor is designed to meet the objective of developing the mindset, skills, competencies, and experiential learning that enable students to function as entrepreneurs or as productive members of emerging, entrepreneurial firms.

The entrepreneurship program integrates the knowledge and experiences gained in other disciplines, as well as from the field of entrepreneurship, into an understanding of the process of new venture creation and the management of entrepreneurial businesses. With the minor presenting entrepreneurial concepts from a generalist perspective, students will acquire knowledge to conceive, develop, and launch new ventures and to turn innovative ideas into products that can be brought to market. Emphasis is placed on the managerial, legal, and marketing aspects of start-up businesses. The program culminates with a juried business plan competition for financial backing and start-up funding support.

Ethical and legal—In addition to exploring legal issues associated with a small business, students will examine their own personal values and aspirations to help guide their entrepreneurial careers.

Knowing the numbers—Entrepreneurs must be intimately familiar with the financial health of their businesses, particularly in regard to cash flow and other limited resource management and forecasting.

Business model—Students will be expected to develop a full understanding of how to create and utilize a business model and transform it into a fundable business plan.

Selling the idea—Students must not only understand how to identify and evaluate potential investors, but also how to sell their business idea when the opportunity presents itself.

Managing growth in entrepreneurial companies—Students will learn the unique set of leadership and communication skills necessary to guide a company through its most perilous time period: rapid growth.

Requirements

Code	Title	Credits
Required Courses		
BUS 410	Introduction to Entrepreneurship	4
BUS 453	Leadership for Managers	4
BUS 565	Selling and Sales Management	4
BUS #600	New Venture Creation	4
ECN 640	Business Law and Economics	4
Total Credits		20

Students will be encouraged to take advantage of internship opportunities through the [Career and Professional Success \(CaPS\) office](#).