



The Entrepreneurship minor is open to students in all areas of study and provides students with knowledge and skills to start and grow a successful business.

Make an Impact MINOR IN ENTREPRENEURSHIP

Do you want to develop an idea for a new product, service, or technology?

Do you want to start your own business now or in the future?

Would you like to work for a startup or small business?

Are you seeking the skills necessary to develop innovative products, services, or technologies?

Do you want to make an impact?

IF THE ANSWER IS YES, THE ENTREPRENEURSHIP MINOR IS FOR YOU!

ENTREPRENEURSHIP MINORS DEVELOP THE SKILLS AND KNOWLEDGE TO

- Create an idea for an innovative product, service, or technology
- Identify a target market
- Build a minimum viable product and measure how customers respond
- Develop a business model
- Identify funding sources
- Recognize legal issues facing startups
- Launch and grow a startup and early stage company
- Develop marketing, financial, and operational plans

PROGRAM HIGHLIGHTS:

- Offered by AACSB-accredited College of Business and Public Management
- Access to WCU's Cottrell Entrepreneurship Center resources and programs
- Can be completed 100% online
- Internship opportunities that provide real-world entrepreneurship experience
- Courses taught by instructors experienced in developing and launching entrepreneurial ventures

THE MINOR IS 18 CREDITS WHICH INCLUDES COURSES IN

BLA 201: Business Law

MGT 471: Introduction to Entrepreneurship

MGT 472: Entrepreneurship: Feasibility and Launch

MGT 473: Entrepreneurship: Startup and Growth

MGT 475: Entrepreneurship Internship

Elective - Select one course from the following courses:

BLA 308: Entrepreneurial Law

MGT 474: Social Entrepreneurship

PHI 373: Business Ethics

FIN 312: Entrepreneurial Finance

MKT 385: Entrepreneurial Marketing

PHI 376: Entrepreneurial Ethics

INTERESTED IN APPLYING?

Contact Dr. Monica A. Zimmerman (mzimmerman@wcupa.edu) for more information.