Minor in Entrepreneurship

Program Mission Statement
The mission of the minor in Entrepreneurship is to provide students with an experiential approach to learning that builds skills for developing new business ventures. The minor distinguishes itself from other Coggin College of Business minors because of the creative and innovative perspective to business building concepts. The program facilitates community involvement vis-a-vis student engagement in the business sector.

Student Learning Outcomes
Graduates will be able to:

- **Content/Discipline-Specific Knowledge/Skills**
  - Students are able to develop a business plan for a new venture.

- **Communication Skills**
  - Students are able to communicate a business plan effectively, orally and in writing.

- **Critical Thinking Skills**
  - Students are able to identify the challenges facing individuals running entrepreneurial businesses.

Assessment Approaches
Student learning is assessed in the following ways. In the key courses, students are assessed by means of written examinations and oral presentations. Oral presentations are judged by external raters (i.e., SBDC CBAs and successful entrepreneurs) in the required course. Each student develops a final comprehensive project and reports the results in a technical paper.