



**MINOR IN
ENTREPRENEURSHIP**

**TURN YOUR
KNOWLEDGE
INTO A
START-UP**



Are you looking for ways to boost your major with something practical? Do you wish to put your theoretical studies into a concrete business idea? Do you want to experience launching a real start-up?

The **Minor in Entrepreneurship** is designed for students from all majors who want to develop an "entrepreneurial mindset" that is critical to success, whether they want to start their own business or commercialize their own work, and whether they want to work for companies, NGOs or public institutions. The minor provides a competitive edge since it combines the best of idea development, creativity, and innovation.



WHY CHOOSE THIS MINOR?

- You have an entrepreneurial spirit backed-up with creativity and drive for achievement;
- You want to be confident in choosing a direction for your career path after graduation;
- You want to gain an added value in addition to your specialization, as an entrepreneurial mindset will give you a different perspective to the subject you are studying;
- You want to found your own company.



PROGRAM HIGHLIGHTS

- Interdisciplinary 15-credit program conceived to provide students with needed skills through hands-on practical workshops;
- Taught by expert entrepreneurs, practitioners and professors from the USEK Business School;
- Brings you in contact with mentors who help you develop your entrepreneurial skills while completing the coursework in your major;
- Interactive teaching approach combining theory and practice where real examples are discussed to develop the students' critical thinking, everyday creativity, soft skills, and many others.



ADMISSION REQUIREMENTS



This minor is open to all undergraduate students from all specializations who accomplished 30 credits in their major, and in line with the applicable rules and regulations when declaring a minor.



COURSES

ENTR210 – Creative Entrepreneurship (3cr): This course teaches students techniques for improving the originality and creativity of their own thinking; they will learn practically how to turn ideas into action. The course is a mélange of theoretical learning about creativity concepts and techniques, and experimental learning through project application of creativity tools.

MGT225 – Foundations of Entrepreneurship (3cr): This course acts as a bridge between theory and real-life application of academic principles. It complements the academic journey by introducing students to the concept of entrepreneurship as a way to turn their ideas into businesses that can create value in the marketplace. It starts by introducing students to the entrepreneurial culture and mindset and ends by suggesting tools and methods that they can use if they decide to follow a career in entrepreneurship.





ENTR310 – Social Entrepreneurship (3cr): It is a specific form of entrepreneurship in which organizations apply business methods and commercial strategies in order to address social and environmental challenges. Social entrepreneurs create solutions for social and environmental problems based on new business models. By using multiple educational methods, such as case studies, exchange with speakers, field visits, and student inquiry, this course develops the students' skills to identify opportunities from existing social issues, teaching them how to engage communities and stakeholders, and how to develop innovative solutions.

ENTR315 – Technology and Innovation Management (3cr): This course addresses the role of innovation for macro and micro levels, while focusing on practices and processes to successfully manage it. Three aspects of innovation will be studied: exploration, execution, and exploitation. The course will focus on entrepreneurial firms (start-ups and established firms) to analyze success and failure cases of innovation. It provides good grounding in technology and innovation management for students interested in becoming entrepreneurs or managers in innovation-driven firms.

ENTR410 – Startup-camp (3cr): This course is structured around a mix of practical teaching sessions, experiential learning tools, case studies, situation games and team assignments. It will give students the tool to put their learning into practice and turn any idea into a venture.

