

# Entrepreneurship & Innovation Management Minor

Innovation & Entrepreneurship Institute (IEI)

Entrepreneurs are creative problem-solvers that are driven to have a big impact on the world. Anyone can be entrepreneurial—whether you want to start the next Facebook, take control of your work-life balance with a lifestyle business, have a positive impact on the world with a social venture, or drive change and innovation in an existing company.

The Entrepreneurship and Innovation Management (EIM) minor is a great complement to any Temple major. It empowers students to follow multiple paths in their professional life and provides the problem-solving skills and strategic perspectives to take one's career to the next level. The EIM minor prepares students to start a business, run a consulting or freelancing practice, be a productive member of an entrepreneurial or small business, assume responsibilities in a family business, or become an highly effective leader in any growing, innovative business.

Our EIM courses and programs are designed to be real-world relevant and high impact. Students will get out of the classroom to work on ideas and ventures that they are passionate about as they learn practical approaches to creativity, innovation, idea generation, business models, feasibility analysis, market research, strategic planning, and venture financing. We believe there is no better time than while you are in school to launch your venture and will do everything possible to help you achieve this dream.

The Entrepreneurship and Innovation Management minor is a good choice for students who:

- Would like to start a new business,
- Want to work in the dynamic and exciting environment of startup ventures,
- Want to accelerate their career and move quickly into leadership roles,
- Want to have a positive social impact with a social venture,
- Anticipate doing consulting or freelance work,
- Plan to assume responsibilities in a family business, or
- Want to be a creative and productive member of an innovative, high-growth business.

Non-business students may also consider the EIM certificate. In collaboration with Tyler School of Art and Architecture, Fox offers a certificate in Creative Entrepreneurship.

John A. McClendon, Chair  
 Alter Hall 354  
 215-204-1910  
 johnmac@temple.edu

Alan B. Kerzner, Director  
 Temple University Entrepreneurship Academy  
 Fox School of Business and Management  
 215-204-8188  
 alan.kerzner@temple.edu

Department of Management  
 Alter Hall 333  
 215-204-5183  
 mgmtdept@temple.edu

- Open to business or non-business students. Non-business students can also consider the certificate in Entrepreneurship and Innovation Management.

• **Eight courses are prerequisites<sup>1</sup> for the minor:**

Code	Title	Credit Hours
ECON 1101	Macroeconomic Principles	3
ECON 1102	Microeconomic Principles	3
HRM 1101	Leadership and Organizational Management	3
ACCT 2101	Financial Accounting	3
ACCT 2102	Managerial Accounting	3
or ACCT 2521	Cost Accounting	
MKTG 2101	Marketing Management	3
RMI 2101	Introduction to Risk Management	3

STAT 2103	Statistical Business Analytics (or STAT 2101 or MATH 1013)	4
One of the following can be substitute for STAT 2103 if required for the student's program:		
CEE 3048	Probability, Statistics & Stochastic Methods	
SOC 1167	Social Statistics	
SOC 3201	Statistical Methods in Sociology	

**Total Credit Hours** **25**

<sup>1</sup> Minimum grades of C- are required in prerequisite courses and are not calculated in the minor GPA.

• **Eight course alternate prerequisites<sup>1</sup> for the minor:**

Code	Title	Credit Hours
ACCT 2101 or ACCT 2501	Financial Accounting Survey of Accounting	3
ECON 1101	Macroeconomic Principles	3
HRM 1101	Leadership and Organizational Management	3
MKTG 2101	Marketing Management	3
RMI 2501	Fundamentals of Personal Financial Planning	3
Three electives chosen from the menu of the General Business Studies minor, excluding SGM courses listed below. <sup>2</sup>		9

**Total Credit Hours** **24**

<sup>1</sup> Minimum grades of C- are required in prerequisite courses and are not calculated in the minor GPA.

<sup>2</sup> Please see the General Business Studies minor for list of electives.

• **Three departmental courses are required** (two must be taken at Temple University):

Code	Title	Credit Hours
Select 9 credits from the following:		9
SGM 3002	Planning to Start Your Own Business	
SGM 3501	Entrepreneurial and Innovative Thinking	
SGM 3503	Lean Startup: Fast and Inexpensive Ways to Test and Launch Your Ideas	
SGM 3504	Launch a New Venture in 100 Days	
SGM 3511	Doing Well by Doing Good: Where Innovation and Entrepreneurship Meet Social Impact	
SGM 3521	Pitching and Funding Entrepreneurial Ventures	
SGM 3585 or SGM 3685	Social Impact Internship - Work with Benefit/B-corps, Non-profits, or Multi-bottom-line Ventures New Venture Internship: Learning to be a High-Value Employee, Manager, or Founder	
SGM 4596	Strategic Business Planning: Feasibility Assessment / Business Planning for Entrepreneurial Ventures <sup>1</sup>	
HRM 3507	Intrapreneurship in the 21st Century	
SGM 3580	Special Topics - Strategic Management <sup>2</sup>	
SGM 3682	Independent Study <sup>3</sup>	

**Total Credit Hours** **9**

<sup>1</sup> This writing intensive course is also the major capstone, and all prerequisites must be met.

<sup>2</sup> SGM 3580 course topics vary by semester. Approval of the academic director, chair, or approved department personnel is required. Not all SGM 3580 topics are appropriate for EIM students.

<sup>3</sup> SGM 3682 Independent Study projects will be identified or created by the department or may be proposed by faculty/students collaborating where coursework does not match student's goals or needs and faculty are available to oversee a project. Approval of the academic director, chair, or approved department personnel is required.

- A grade point average of 2.0 as well as a minimum grade of C- in each course is required unless otherwise specified.
- Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor or certificate.
- Courses for the minor must be completed prior to graduation; if completed, the minor will be recorded on the final transcript upon graduation.
- To declare or rescind this minor, visit the Fox School of Business and Management.

Interested students should discuss with their home college advisors how the courses in the minor will fit into their overall degree plan and are strongly encouraged to declare the minor early in their academic career.