Entrepreneurship and Innovation Management Minor

Overview
Entrepreneurs are creative problem-solvers that are driven to create their own financial futures and have a big impact on the world. Entrepreneurship is a way of life; anyone can be entrepreneurial—whether you want to start the next Google, take control of your work-life balance with a lifestyle business, be a leader driving change and innovation in an existing company or have a positive impact on the world with a social venture.

The Minor in Entrepreneurship and Innovation Management (EIM), offered by the Department of Management, is open to all students and 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, freelancing or independent professional practice, be a productive member of an entrepreneurial or small business and entrepreneurial ecosystem, assume responsibilities in a family business, or become a highly effective leader in any growing, innovative business or social impact venture.

Our EIM courses and programs are highly experiential and designed to be real-world relevant and high impact. Students will get out of the classroom to work on ideas and ventures about which they are passionate. Coursework focuses on a variety of topics that enable students to become successful entrepreneurs, high impact intrapreneurs and social change leaders. Students will learn how to operate with open mindsets, uncover high impact opportunities, develop innovative product and service solutions, quickly and affordably validate ideas, pivot as the world evolves, develop effective Business Model Canvases (BMC) and Business Plans, and successfully pitch for and secure funding. These skills are highly valued by employers and leaders within the entrepreneurial ecosystem.

Campus Location: Main

Related Programs
Non-business students may also consider the EIM certificate.

In collaboration with Fox, the Tyler School of Art and Architecture offers a certificate in Creative Entrepreneurship.

Related Institute: Innovation & Entrepreneurship Institute (IEI)

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

Alan B. Kerzner, Academic Director of the Entrepreneurship and Innovation Management program and Director of the Temple University Entrepreneurship Academy
215-204-8188
alan.kerzner@temple.edu

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

Requirements

- Eight courses are prerequisites1 for the minor:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1101</td>
<td>Macroeconomic Principles</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1102</td>
<td>Microeconomic Principles</td>
<td>3</td>
</tr>
<tr>
<td>HRM 1101</td>
<td>Leadership and Organizational Management</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2101</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2102</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT 2521</td>
<td>Cost Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 2101</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
</tbody>
</table>
Entrepreneurship and Innovation Management Minor

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMI 2101</td>
<td>Introduction to Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>STAT 2103</td>
<td>Statistical Business Analytics (or STAT 2101 or MATH 1013)</td>
<td>4</td>
</tr>
</tbody>
</table>

One of the following can be substitute for STAT 2103 if required for the student's program:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEE 3048</td>
<td>Probability, Statistics &amp; Stochastic Methods</td>
<td>3</td>
</tr>
<tr>
<td>SOC 1167</td>
<td>Social Statistics</td>
<td>3</td>
</tr>
<tr>
<td>SOC 3201</td>
<td>Statistical Methods in Sociology</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credit Hours**
25

Minimum grades of C- are required in prerequisite courses and are not calculated in the minor GPA.

1. **Eight course alternate prerequisites** for the minor:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2101</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT 2501</td>
<td>Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1101</td>
<td>Macroeconomic Principles</td>
<td>3</td>
</tr>
<tr>
<td>HRM 1101</td>
<td>Leadership and Organizational Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 2101</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>RMI 2501</td>
<td>Fundamentals of Personal Financial Planning</td>
<td>3</td>
</tr>
</tbody>
</table>

Three electives chosen from the menu of the General Business Studies minor, excluding SGM courses listed below.

**Total Credit Hours**
24

Minimum grades of C- are required in prerequisite courses and are not calculated in the minor GPA.

2. Please see the General Business Studies minor for list of electives.

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

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

**Total Credit Hours**
9

This writing intensive course is also the major capstone, and all prerequisites must be met.

2. 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.
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.