



# ENTREPRENEURSHIP

Based on 2020-21 Undergraduate Catalog

## ENTREPRENEURSHIP AS A MINOR

The entrepreneurship minor teaches students how to start a business and successfully launch new ideas. Courses are designed so students can complete the minor rapidly while still maximizing their knowledge and skills. Oakland's entrepreneurship minor can complement any major, allowing students to pursue their primary passion while gaining valuable and practical knowledge and transferable skills.

### BENEFITS OF CHOOSING AN ENTREPRENEURSHIP MINOR

- Gain additional understanding of business models
- Acquire leadership, managerial, administrative and problem-solving skills
- Emphasize your core competency to future employers

### REQUIREMENTS FOR MINOR IN ENTREPRENEURSHIP

For business majors, the minor consists of a minimum of four courses. For non-business majors, the minor consists of a minimum of five courses.

### REQUIRED COURSES

**Both business and non-business majors complete the following two required courses:**

- ENT 3010 Developing New Venture Ideas (3 credits)
- ENT 4400 New Venture Creation (3 credits)

**For non-business majors, choose two additional required courses from the following:**

- MKT 3000 Survey of Marketing (3 credits)
- MGT 3000 Survey of Management (3 credits)
- ACC 3000 Survey of Accounting (4 credits)
- (Or ACC 2000 Introduction to Financial Accounting (4 credits))
- FIN 3000 Survey of Finance (3 credits)

**Business majors must choose two electives and non-business majors must choose one elective from the following:**

- ENT 3050 The Psychology of Creativity and Innovation (4 credits)
- MGT 4540 Business Entities (3 credits)
- ENT 4900 Seminars in Entrepreneurship (1-4 credits)
- MKT 4550 Product Management (3 credits)
- MKT 4600 Entrepreneurial Marketing (3 credits)
- ORG 4310 Leadership and Group Performance (4 credits)

A minimum grade of C must be earned in each course and in prerequisites for each course. The minor is open to all students.

### SKILLS AND ABILITIES

- New venture ideation
- Entrepreneurial business planning
- Marketing strategy
- Entrepreneurial leadership
- Creativity and innovation

### CAREER OPPORTUNITIES

A minor in entrepreneurship can further define the knowledge needed for professionals working to advance in a competitive marketplace. For more information on careers, please visit the Bureau of Labor Statistics at [bls.gov/oco](http://bls.gov/oco) or O\*Net at [onetonline.org](http://onetonline.org).

- Entrepreneur
- Entrepreneurial strategist
- Corporate entrepreneur
- Community organizer
- Project manager

Organizations that commonly employ graduates with entrepreneurship minors:

- |                             |            |
|-----------------------------|------------|
| ■ Cardinal Health           | ■ Samsung  |
| ■ Cisco                     | ■ LG       |
| ■ General Motors            | ■ Google   |
| ■ Ford                      | ■ Apple    |
| ■ Fiat Chrysler Automobiles | ■ Facebook |

### JOB OPENINGS

Access thousands of job and internship postings at Handshake ([oakland.edu/careerservices/handshake](https://oakland.edu/careerservices/handshake)). Handshake also provides the latest news from OU Career Services, exclusively for OU students and alumni.

### RELATED STUDENT ORGANIZATIONS

- Entrepreneurs In Action
- American Marketing Association

Students are welcome to join any of the student organizations in the School of Business Administration to help them network with other students, faculty and employers. For more information, visit [oakland.edu/business/orgs](https://oakland.edu/business/orgs).

### EXPERIENTIAL LEARNING

From initial brainstorming to commercialization, Ideas 2 Business (i2B) at Oakland University is a multifaceted program that helps OU students, staff and faculty members develop their entrepreneurial ideas. Oakland students can get hands-on experience in start-up ventures as a member of the i2B's Team Resource Group (TRG). TRG members help entrepreneurs implement various components of their business strategy.

Learn more at [oakland.edu/business/i2b](https://oakland.edu/business/i2b).

### DECLARE A MINOR

Business students can add the entrepreneurship minor by discussing the requirements with their assigned academic adviser, then completing the necessary paperwork.

Non-business students should contact Professor Jae Kang at [kang@oakland.edu](mailto:kang@oakland.edu) to discuss the requirements to add the minor.

### CAREER OUTLOOK

Starting Salary | \$45,360 – \$56,890

Mid-career Salary | \$62,013 – \$80,880

National Growth | 14% by 2026

*\*based on data from the National Bureau of Labor and Statistics for management analyst*

### FOR FURTHER INFORMATION

To help choose your area of interest, plan your future career goals and monitor your progress, you can visit the Oakland business school undergraduate advising and career services offices.

#### School of Business Administration Undergraduate Advising

Elliott Hall, Room 232

275 Varner Drive

(248) 370-3285

[oakland.edu/business/advising](https://oakland.edu/business/advising)

#### School of Business Administration Career Services

Elliott Hall, Room 232

275 Varner Drive

(248) 370-3215

[oakland.edu/business](https://oakland.edu/business)

#### Career Services

Main Office

North Foundation Hall, Room 154

318 Meadow Brook Road

(248) 370-3250

[oakland.edu/careerservices](https://oakland.edu/careerservices)

# DEPARTMENT OF MANAGEMENT AND MARKETING