

## Minor in Entrepreneurship (eShip)

The Entrepreneurship Minor is designed for both business and non-business students and is available to all majors at the university

### 17 Credit Hours Required:

Do you have an idea? Would you like to develop a new product or service? Does starting a company interest you? Are you interested in working for an organization that values innovative ideas? BGSU's ESHP Minor offers a firm foundation in entrepreneurial thinking and doing. Your entrepreneurial educational journey will include introductory, core, venture creation, intrapreneurial and capstone courses all designed to teach that fundamentals of entrepreneurship.

#### Entry level classes

ESHP minor students need to take one, 15-week, 3 credit hour course.

Course	Title	Credit Hours	Prerequisite
ESHP 1010	Introduction to Entrepreneurship	3	None
ESHP 1020	Arts Entrepreneurship	3	None
ESHP 1030	Real Estate Entrepreneurship	3	None
ESHP 1040	Social Entrepreneurship	3	None
ESHP 1050	Event Planning Entrepreneurship	3	None

#### Core classes

ESHP minor students need to take four, 2 credit hour courses

Course	Title	Credit Hours	Prerequisite
ESHP 3310	Entrepreneurial Thinking	2	*
ESHP 3320	Product Development	2	*
ESHP 3330	Marketing for Entrepreneurs	2	*
ESHP 3340	Entrepreneurial Finance	2	*

\* C or better in one entry level course

#### Elective classes

ESHP minor students need to take two, 2 credit hour courses

##### Venture Creation track

Course	Title	Credit Hours	Prerequisite
ESHP 3510	Make It!	2	**
ESHP 3520	Viral-Buzz Marketing	2	**
ESHP 3530	Venture Creation	2	**

##### Intrapreneurship track

Course	Title	Credit Hours	Prerequisite
ESHP 3610	Intrapreneurs & Innovation	2	**
ESHP 3620	New Market Entry	2	**
ESHP 3630	Innovation & Disruption	2	**

\*\* C or better in all core courses

**Capstone classes**

ESHP minor students need to take one, 2 credit hour course

<b>Course</b>	<b>Title</b>	<b>Credit Hours</b>	<b>Prerequisite</b>
ESHP 4510	Hatch It!	2	***
ESHP 4610	Insight into Intrapreneurship	2	***

\*\*\* C or better in all ESHP course

**Other Requirements**

1. Students must earn a C or higher in all courses taken for the minor.
2. All courses completed for the minor must be taken for a letter grade.
3. All students must complete at least 17 credit hours toward the minor that are not counted in the student's major or specialization or another minor.
4. For non-business students, the total number of hours earned in College of Business courses may not exceed 25 percent or 30 hours of the 122 needed for graduation, counting the major and the minor. (Note: six hours of STAT and nine hours of ECON are exempt from this limitation).

**For further information contact:**

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## Entrepreneurship Minor at BGSU

The mission of the entrepreneurship minor program is to cultivate the entrepreneurship spirit in our students by nurturing their vision and passion.

Executing the mission requires courses that teach students how to ideate, recognize opportunity, develop products or services and create value for the customer. As well as, courses that explore innovation in established companies that need to develop new products or services to increase revenue and market share for the firm.

The objective of the ESHP program is to immerse students in entrepreneurship by using a combination of fifteen-week and seven-week classes that expose students to all types of entrepreneurial ventures; for-profit, social, non-profit, and corporate (intrapreneurship).

The ESHP minor is open to all students on campus and is designed to teach students practical business applications, critical thinking and problem solving which align with the core values of BGSU.

### Learning Outcomes

Students completing the Entrepreneurship Minor will learn how to:

- Become innovative and creative thinkers who will recognize entrepreneurial opportunities.
- Identify new and underserved markets for products and services.
- Learn how to create value for customers through marketing research and customer discovery.
- Learn how to create a start-up venture.
- Develop business plans.
- Learn how to effectively market entrepreneurial products.
- Comprehend how important ethics are in venture creation.
- Understand the significance of intrapreneurs in corporations.
- Create and deliver oral and written presentations.
- Communicate effectively with the customers, investors, community members and others who will support the entrepreneurial venture or intrapreneurial project.