Entrepreneurship and Innovation, Minor

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

Skills attributed to entrepreneurial behavior and innovative thinking are beneficial for students in most if not all majors, and are critical to career success in established companies and new organizations to address pressing needs around the globe. This interdisciplinary minor uses problem-based learning pedagogy to prepare students to create value and be agents of positive change in their discipline and their careers. The courses develop skills in problem solving, opportunity recognition, self-efficacy, leadership, communications and learning from failure. To meet the students’ broad range of entrepreneurship and innovation interests, core courses (9 credits) establish foundational knowledge, and then students select a concentration cluster aligned to specific contexts such as entrepreneurship in food, technology, art, journalism, or internet. Students who complete the ENTI minor will be better prepared to be innovation leaders in their chosen career path, such as being entrepreneurial in an existing company (intrapreneurship), engaging in a start-up venture full or part-time, finding avenues to leverage their art or craft, or creating alliances to meet social or business needs.

Advising for students in this minor and approval of curriculum exceptions will be available through the Entrepreneurship and Innovation (ENTI) Adviser for each cluster.

Arts Cluster (College of Arts and Architecture)

This specialization prepares students for entrepreneurial action in an arts context. To “entrepreneur” in the arts, one must understand aesthetic value and what drives people to consume aesthetic products. By learning how various arts markets view and consume art, emerging arts entrepreneurs envision “products” with specific markets in mind and craft marketing strategies to communicate aesthetic value to audiences. Upon learning how the non-profit and for-profit arts ecologies operate, students envision and develop their career and venture within the context, tying together the aesthetic and cultural value of their art form with the business acumen necessary to launch and sustain an entrepreneurial arts enterprise.

Digital Entrepreneurship and Innovation Cluster (College of Information Sciences and Technology)

This specialization prepares a student to harness digital technologies and digital business models to develop their own concepts into commercial concerns or to contribute to the innovation activities of existing organizations (i.e., intrapreneurship). The IST Digital Entrepreneurship & Innovation cluster focuses on the impact of Information Technology (IT)-driven innovation across multiple industry sectors including for-profit, non-profit and governmental organizations. IT-driven innovation has created new business opportunities for both entrepreneurs and intrapreneurs and is key to increasing efficiencies and expanding the linkage between user-centric products and services. Students who complete this cluster will gain a foundational understanding of emerging information technologies, the components of digital business models, and implementation and design techniques that meet or exceed user-centric requirements.

Entrepreneurship as Advocacy Cluster (College of the Liberal Arts)

This specialization empowers students to utilize the process of entrepreneurship as a form of advocacy to improve the human condition and enhance public life. The cluster leverages a critique of the business paradigm of “maximize shareholder value” to encourage students to create organizations that can be a force for positive change in society.

Food and Bio-innovation Cluster (College of Agricultural Sciences)

This specialization will develop future entrepreneurs and innovators to address opportunities and challenges in the agriculture and life sciences space. The cluster focuses on the cornerstone challenge for agriculture: producing food for the world with entrepreneurial activity and innovation to develop, convert and use biological materials and natural resources (plants, animals, ecosystems and organisms, etc.) to meet the material and energy needs of society. Students are encouraged to take a series of courses in the cluster that complement their personal venture interests and engage in a series of immersive venturing experiences that can range from creating new ventures to mentoring with seasoned entrepreneurs or working within entrepreneurial organizations.

Hospitality Management Cluster (College of Health and Human Development)

This specialization prepares a student to create and develop novel but sound entrepreneurial concepts related to the hospitality industry in such businesses as lodging and food service. For example, through this cluster, students could develop and refine entrepreneurial concepts related to hotels, motels, bed & breakfasts, quick-service restaurants, upscale restaurants, mobile dining such as food trucks, on-line travel agencies, and other on-line ventures. The minor is also designed to prepare students to be innovators within existing organizations. Students who complete this cluster develop skills in creating business plans, feasibility studies, competitive analysis, supply and demand analysis, market analysis and financial forecasting. Students in this concentration are expected to include a mix of majors, not only students majoring in hospitality management.

New Media Cluster (College of Communications)

This specialization examines opportunities and challenges in the creation and distribution of news, entertainment and information. The same technological innovations that make it easy to start a media enterprise have introduced a host of editorial and business complexities. Media production and distribution skills and knowledge of media business, technologies, law and ethics are critical.

New Ventures Cluster (Smeal College of Business)

This specialization helps students develop the skills and ways of thinking required to create, develop, innovate and manage entrepreneurial
companies. Students learn about acquiring and balancing limited resources, changing business direction quickly, building a coherent team, managing intellectual property, and creating new markets. This cluster develops a wide range of managerial skills not usually demanded in one person within a larger organization.

**Social Entrepreneurship Cluster (College of Engineering)**

This specialization focuses on creating sustainable social impact within marginalized communities. The cluster grounds students in social business, user-centered design for extreme affordability, systems thinking and scholarly research to develop innovative and appropriate technology-based solutions to address compelling global challenges. Travel and fieldwork in which students work in multidisciplinary teams to research, design, test, and commercialize ventures are required.

**What is Entrepreneurship and Innovation?**

Entrepreneurship and innovation is an interdisciplinary field that deals with new enterprise creation and the process of change and transformation in methods, ideas, and products. It is about problem-solving and the creation of value and positive change in business and society.

**You Might Like This Program If...**

- You want to learn what entrepreneurs do and how innovators create and solve problems in any field. Whatever you’re majoring in or whatever career you’ve chosen, entrepreneurs and innovators are there already making a positive difference. You can learn to be one, too.
- You’re passionate about starting your own business, non-profit, or social enterprise (entrepreneurship) or pursuing a career as an innovator within an existing firm or organization (intrapreneurship).
- You want to learn the skills and develop the mindset of an entrepreneur and innovator.

MORE INFORMATION ABOUT ENTREPRENEURSHIP AND INNOVATION (http://enti.psu.edu)

**Program Requirements**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Requirements for the Minor</td>
<td>18-19</td>
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</tbody>
</table>

**Requirements for the Minor**

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10).
AGBM 302  Food Product Marketing  
AGBM 308  Strategic Decision Making in Agribusiness  
AGBM 338  Agribusiness in the Global Economy  
ANSC 207  Animal Products Technology  
ANSC 306  Swine Production and Management  
ANSC 308  Sheep and Goat Production and Management  
ANSC 309  Beef Cattle Production and Management  
ANSC 310  Dairy Cattle Production and Management  
ANSC 311  Poultry Production and Management  
ANSC 324  Value Determination of Meat Animals  
ANSC 327  Horse Production and Management  
ANSC 350  Dairy Problem Solving  
BRS 391  Contextual Integration of Communication Skills for the Technical Workplace  
BRS 392  Contextual Integration of Leadership Skills for the Technical Workplace  
CED 375  Community, Local Knowledge, and Democracy  
ERM 300  Basic Principles and Calculations in Environmental Analysis  
FDSC 200  Introductory Food Science  
FDSC 206  Improving Food Quality  
FOR 201  Global Change and Ecosystems  
HORT 250  Landscape Contracting Design/Build Principles  
AGBM 407  Farm Planning and Financial Management  
AGBM 408  Financial Decision Making for Agribusiness  
AGBM 440  Food Product Innovation Management  
ANSC 410  Advanced Dairy Herd Management  
ANSC 429  Advanced Beef Cattle Production  
ANSC 450  Dairy Farm Management Systems  
CED 417  Power, Conflict, and Community Decision Making  
CED 452  Rural Organization  
ERM 411  Legal Aspects of Resource Management  
ERM 412  Resource Systems Analysis  
ERM 413  Case Studies in Ecosystem Management  
FDSC 401  Managing Food Quality  
FDSC 430  Unit Operations in Food Processing  
FOR 440  Forest and Conservation Economics  
HORT 410  Issues in Landscape Contracting  
HORT 450  Greenhouse Management  
HORT 453  Flower Production and Management  
HORT 455  Retail Horticulture Business Management  
TURF 436  Sustainable Turfgrass Management  
WP 416  Wood Industries Management Development  
HM 432  Contemporary Issues in Restaurant Management  
HM 483  Revenue Management  
HM 496  Independent Studies  

**New Media Cluster**  
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 271</td>
<td>Principles of Journalism</td>
<td>3</td>
</tr>
</tbody>
</table>

Select 6 credits of the following: 6  
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 461</td>
<td>Magazine Writing</td>
<td></td>
</tr>
<tr>
<td>COMM 481</td>
<td>Advanced Multimedia Production</td>
<td></td>
</tr>
<tr>
<td>COMM 483</td>
<td>Wireless Communications Industry</td>
<td></td>
</tr>
<tr>
<td>COMM 484</td>
<td>Emerging Telecommunications Technologies</td>
<td></td>
</tr>
<tr>
<td>COMM 490</td>
<td>Issues in Electronic Commerce</td>
<td></td>
</tr>
<tr>
<td>COMM 491</td>
<td>International Telecommunications</td>
<td></td>
</tr>
<tr>
<td>COMM 492</td>
<td>Internet Law and Policy</td>
<td></td>
</tr>
<tr>
<td>COMM 493</td>
<td>Entrepreneurship in the Information Age</td>
<td></td>
</tr>
</tbody>
</table>

**New Ventures Cluster**  
Select 9-10 credits of the following: 9-10  
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 241 &amp; BA 242</td>
<td>Legal Environment of Business and Social and Ethical Environment of Business</td>
<td></td>
</tr>
<tr>
<td>BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td></td>
</tr>
<tr>
<td>BA 250</td>
<td>Small Business Management</td>
<td></td>
</tr>
<tr>
<td>BLAW 243</td>
<td>Legal Environment of Business</td>
<td></td>
</tr>
<tr>
<td>BLAW 341</td>
<td>Business Law I: Introduction to Contracts, Liability Issues, and Intellectual Property</td>
<td></td>
</tr>
<tr>
<td>MGMT 420</td>
<td>Negotiation and Conflict Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 426</td>
<td>Invention Commercialization</td>
<td></td>
</tr>
<tr>
<td>MGMT 427</td>
<td>Managing an Entrepreneurial Start-Up Company</td>
<td></td>
</tr>
</tbody>
</table>

1 Students may only count one of the following course options BA 241 and BA 242; BA 243, BLAW 243, or BLAW 341 towards the minor.  

**Social Entrepreneurship Cluster**  
Required courses to be taken in the following order:  
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGR 451</td>
<td>Social Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>EDSGN 452</td>
<td>Projects in Humanitarian Engineering Design for Developing Communities (concurrent)</td>
<td>3</td>
</tr>
<tr>
<td>EDSGN 454</td>
<td>Humanitarian Engineering and Social Entrepreneurship Field Experience</td>
<td>0.5</td>
</tr>
<tr>
<td>ENSR 455</td>
<td>Humanitarian Engineering and Social Entrepreneurship Reflection and Research Dissemination</td>
<td>3</td>
</tr>
</tbody>
</table>

**Technology Based Entrepreneurship Cluster**  
Required Courses  
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGR 411 &amp; ENGR 407</td>
<td>Entrepreneurship Business Basics and Technology-Based Entrepreneurship (in sequence or concurrent)</td>
<td>6</td>
</tr>
<tr>
<td>ENGR 415</td>
<td>Technology Launch for Entrepreneurs</td>
<td>3</td>
</tr>
</tbody>
</table>

**Hospitality Management Cluster**  
Select 6 credits of the following: 6  
<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>HM 413</td>
<td>New Product Development for Commercial Foodservice</td>
<td></td>
</tr>
</tbody>
</table>
Academic Advising

The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy)

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