Minor in Entrepreneurship  
Department of Economics, University of North Carolina at Chapel Hill  
Professor John F. Stewart, Director  

NOTE: This minor will be offered beginning in the Fall semester 2005 pending approval by the university.

Entrepreneurship is a word that has different meanings to different people. At its core is change; change as a result of individual imagination and initiative. The driving force behind entrepreneurship can either be purely commercial, profit, or it can be social, the common good. Many of the major changes that have occurred in our economy and society are the result of entrepreneurial activity. However, in either case there is a common process of transforming an idea into a reality.

This minor will allow non-business students to explore the context, core tools, and process of entrepreneurial activity.

Five courses are required for the minor:

1) Principles of Economics, Econ 10.

   Entrepreneurial activity, both social and commercial, takes place within the economic system within which we exist. An appreciation of economic institutions and process is an important part of the knowledge base of entrepreneurs.

2) Introduction to Entrepreneurship, (course number pending approval)

   The course will begin with a historical overview of the role and importance of entrepreneurship in the economy and society. It will integrate the substantive material of the course with the Speaker Series. Students will attend the Speakers Series, but have the opportunity to interact with speakers in classroom sessions structured to reinforce the importance and relevance of particular concepts or practices of successful entrepreneurship. Another central theme in the design of the course is that the core competencies required are common to both business and social entrepreneurship. The course will be co-taught by John Stewart and Buck Goldstein.

3) either Workshop in Business Entrepreneurship, (course number pending approval) or Workshop in Social Entrepreneurship (course number pending approval).

   A unique feature of the minor is that it will be applicable to both students interested in business entrepreneurship as well as those with an interest in social entrepreneurship. After completing the introductory course, students will choose to pursue either a business or social track. These courses will cover the concepts and tools that are particularly relevant to the two different types of ventures. These courses will concentrate on the specific issues in launching ventures in either the business or social realm. The primary objective of both courses will be to get the students through the process of creating a business plan. These courses will also be closely integrated with the Speaker Series and with the Carolina Challenge.

4) Entrepreneurship Internship

   Direct experience in the process of entrepreneurship will be a key part of the minor. Supervised internship experiences will be provided for all minors.
5) One elective from a list of approved courses. A list of courses is currently being compiled, representative possibilities include:

**STAT 22 Decision Models for Business (3).** Prerequisite, MATH 10. An introduction to the basic quantitative models of business with linear and non-linear functions of single and multiple variables. Linear and non-linear optimization models and decision models under uncertainty will be covered. Fall, spring, summer. Staff. GC-level Mathematical Science perspective.

**HIST 64 History of American Business (MNGT 64) (3).** A survey of the rise and development of the major financial, commercial, manufacturing, and transportation enterprises which transformed the United States from an agricultural into a leading industrial nation. Spring. Coclanis.


**RECR(NOW EXSS)160 Administration of Recreation Services (3).** Analysis of recreation systems from the standpoint of organization, administration, finances, training, legislation, public relations, and coordination of community resources. Fall.

**STAT 22 Decision Models for Business (3).** Prerequisite, MATH 10. An introduction to the basic quantitative models of business with linear and non-linear functions of single and multiple variables. Linear and non-linear optimization models and decision models under uncertainty will be covered. Fall, spring, summer. Staff. GC-level Mathematical Science perspective.

**SOCI 31 Social Relations in the Workplace (MNGT 31) (3).** Meaning and content of work in modern industrial society. Preparation for work; autonomy and control; inequality; consequences for health, safety, and family life. Aldrich, Simpson, staff. [GC/SS]

**PHIL 39 Morality and Business (3).** This course will examine ethical issues that arise in business, by exploring the theories and concepts applicable to business ethics and the types of ethical dilemmas people may face in business practices. Fall or spring. J. Boxill. BA-level Philosophical perspective.

**ECON 135 Economic History of the United States (3).** Main features of the American economy: colonial times to the present. Fall and spring. Geraghty, Rhode.

**HIST 161 Technology and American Culture (3).** Technology's impact on American thought and society and the response it has engendered. Topics will include: the factory town; search for utopia; impact of Henry Ford; war and depersonalization. Fall or spring. Alternate years. Kasson.

**JOMC 170 Principles of Advertising (3).** A survey of the economics, psychology, philosophy, and history of advertising, with particular reference to research bases, copy, layout, media planning, production, and testing of advertisements. Bowers, Hester, Pardun, Sweeney.