

ENTREPRENEURSHIP AND INNOVATION MINOR

Department: Turner School of Entrepreneurship and Innovation (<https://catalog.bradley.edu/undergraduate/entrepreneurship-innovation/>)

The interdisciplinary minor in entrepreneurship and innovation guides students to dream, design, and develop their innovative ideas into opportunities. The 21st century problem solving skills developed within the SEI minor are required for successful entrepreneurial endeavors and are in demand by large corporations, small businesses, family businesses, startups, nonprofit entities and social ventures. With the minor, students will engage in experiential learning and have the opportunity to develop competencies, including:

- Dreaming new ideas into realistic opportunities
- Harnessing resources to design for success
- Overcoming challenges to advance ideas
- Assessing possibilities to solve business, societal, and environmental problems
- Commercializing products and services
- Networking with diverse groups
- Showcasing innovative thoughts

The 15-hour minor includes required courses are outlined below. Students must have at least 12 hours in courses that are unique from those used to fulfill their major requirements.

Required Courses

This foundation introduces students to the concepts of entrepreneurship and innovation and allows them to explore an initial area of interest for applying knowledge gained to a particular area of the field.

Code	Title	Hours
SEI 202	Mindsets of Entrepreneurship & Innovation	3.0
SEI 305	Innovation Journey	3.0
Select one of the following:		3.0
SEI 330/430	Intellectual Capital Mgmt Primer	
SEI 340	Organizational Entrepreneurship and Innovation	
SEI 350	Social Innovation and Impact	
SEI 360	Planning New Ventures	
Total Hours		9

Approved Elective Courses

In addition to the nine hours of required courses (above), two approved elective courses must be taken. The approved elective courses are grouped to assist students to see a pathway toward implementing their entrepreneurial and innovative goals.

Code	Title	Hours
PATHWAY 1: Freelance Your Future		
ART 140	Survey of Art History I	3.0
COM 225	Visual Storytelling	3.0
COM 388	Social Media Communication	3.0
ENG 305	Advanced Writing--Technical Writing	3.0
ENG 306	Advanced Writing--Business Communication	3.0

I M 113	Introduction to Interactive Media	3.0
MUS 101	Introduction to Music Business	3.0
MUS 304	Music Licensing and Contracts	3.0
THE 223	Script Analysis for the Theatre	3.0

PATHWAY 2: Human Systems and Social Impact

BIO 300	Population, Resources and Environment	3.0
BIO 301	Biotechnology and Society	3.0
CHM 110	General Chemistry I	3.0
CSD 300	Speech and Hearing Science	3.0
ENS 105	Introduction to Sustainability	3.0
ENS 110	Environmental Science	3.0
FCS 202	Food and Nutrition	3.0
FCS 221	Introduction to Community and Public Health	3.0
KHS 210	Concepts in Personal Wellness and Fitness	3.0
NPL 300	Advanced Leadership	3.0
SOC 105	Foundations of Social Justice	3.0
SOC 325	Environmental Sociology	3.0
SOC 326	Sociology of Globalization	3.0

PATHWAY 3: Business Startup

BLW 347	Law and the Entrepreneur	3.0
ECO 221	Principles of Microeconomics	3.0
MIS 173	Introduction to Business Analytics	3.0
MIS 279	Personal Security and Privacy	3.0
MTG 315	Principles of Marketing	3.0
M L 252	Organizational Creativity	3.0
M L 350	Managing for Results in Organizations	3.0

Elective courses can also be selected individually from the PATHWAYS groups. Other courses may be used as electives with advance consent of the Turner School Academic Director.