

About the Certificate in Entrepreneurship

Complement your major of study with an additional concentration in Entrepreneurship!

The Entrepreneurship Certificate will have coursework in:

- **Financing**
- **Business plan development**
- **Marketing**
- **A variety of topics relating to entrepreneurship**

Gain the knowledge and skills needed to:

- **Assess new enterprise opportunities**
- **Obtain financial resources**
- **Market and start new ventures**
- **Manage entrepreneurial ventures for growth and profitability**

This certificate is available to **ALL** FIU students.

About the College of Business

FIU's College of Business is one of South Florida's most vital sources for business education.

As the largest of FIU's professional schools, the College of Business has:

- **6,000 Undergraduate students**
- **1,000 Graduate students**
- **AACSB Accreditation (only given to 5% of the world's 13,000 business schools)**

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FIU

Business

FLORIDA INTERNATIONAL UNIVERSITY

Certificate in Entrepreneurship

Open to
ALL FIU Students



OFFERED BY THE
Department of
Management &
International Business

**EFFECTIVE
2014**



Entrepreneurship Certificate for Business & Non-Business Students

FIU students wishing to earn a **Certificate In Entrepreneurship** must apply for the certificate program and complete six of the following courses (18 credit hours) with a grade of "C" or higher in each course.

Entrepreneurship Foundation Courses: Four (4) courses required (12 credit hours)

MAN 3025 (Organization and Management) or

MAN 3022 (Introduction to Management) or

Equivalent (such as **HFT 3203: Fundamentals of Management in the Hospitality Industry**)

AND

ENT 4113 Entrepreneurship: New Business Development

GEB 4110 Writing the Business Plan

MAN 4802 Small Business Management

Entrepreneurship Elective Courses: Two (2) courses required (6 credit hours)

ENT 4604 Product Development and Innovation

ENT 4704 International Entrepreneurship

FIN 4702 Entrepreneurial Finance

GEB 4153 Social Entrepreneurship

MAN 4054 Managing Innovation

MAN 4301 Human Resource Management

MAN 4864 Family Business

MAR 4025 Marketing of Small Business Enterprises

MAR 4400 Personal Selling

HFT 4292C Entrepreneurship in Hospitality & Tourism

AMH 4373 Entrepreneurs in the US

AMH 4375 Technology and American Society

COURSE DESCRIPTIONS

SEE COURSE CATALOG FOR MORE INFORMATION, ADDITIONAL COURSES, & PRE-REQUISITES

ENT 4113 Entrepreneurship: New Business Development (3). Designed for those wanting to start or grow a business. Students analyze unstructured business situations and use critical thinking and business development principles to develop the solutions.

ENT 4604 Product Development and Innovation (3). Students will develop a theoretical and practical understanding of product development.

ENT 4704 International Entrepreneurship (3).

This course provides a foundation in international entrepreneurship, focusing on the experiences of small as well as large entrepreneurial firms.

HFT 3203 Fundamentals of Management in the Hospitality Industry (3). A basic course in general management concepts and practices to acquaint the student with theories and principles of organization, & managerial decision-making, with particular reference to the hospitality industry.

HFT 4292C Entrepreneurship in the Hospitality and Tourism Industry (3). Provides students with an overview of all major areas that must be considered when analyzing, designing and planning a new business venture or an acquisition.

FIN 4702 Entrepreneurial Finance (3). This course will be focused on the financial management within and surrounding entrepreneurial firms.

GEB 4110 Writing the Business Plan (3). Students (a) write 2 business plans for a new business - one to raise equity and the other to obtain debt, (b) analyze successful plans, (c) obtain understanding of investor perspectives and demands.

GEB 4153 Social Entrepreneurship (3). This course explores opportunities for social entrepreneurship while addressing societal needs.

MAN 3022 Introduction to Management (3). Introduction to management processes: planning, organizing, directing and controlling for non-business majors. This course cannot be taken by students enrolled in the College of Business.

MAN 3025 Organization and Management (3). An analysis of organizations and the management processes in the context of socio-technical systems. Only open to Business students.

MAN 4054 Managing Innovation (3). Addresses managing creative people, projects and departments with emphasis on innovation productivity.

MAN 4301 Human Resource Management (3). Attention is focused on the theory and practice of modern personnel management as related to other management functions.

MAN 4802 Small Business Management (MA) (3). Covers strategies/actions of a new business developer to launch and grow a startup business. Examines business development, monitoring and growth strategies using a hands-on learning approach.

MAN 4864 Family Business (3). Students analyze business practices of family businesses including functions, issues, operations and the interpersonal dynamics of family businesses from a strategic management perspective.

MAR 4025 Marketing of Small Business Enterprises (3). The course deals with marketing policies, techniques, and applications to aid the entrepreneur in this field.

MAR 4400 Personal Selling (3). Development of effective sales skills, including listening, questioning, presenting, objection handling and closing, needed to build long-term relationships.