

Engler Agribusiness Entrepreneurship Minor

The agribusiness entrepreneurship minor requires completing 18 hours of entrepreneurship related courses or 12 hours at the 300 level or above entrepreneurship related courses.

Required for 18 Hour Minor

- **Introduction Seminar on Opportunities in Entrepreneurship (EAEP 101)** (1 credit)
Survey of entrepreneurial opportunities as identified by CASNR departments.
- **Agribusiness Entrepreneurial Finance (EAEP275/AECN275/HORT275/AGRO275/ENTR275)** (3 credits) Covers concepts of financial management, funding sources, risk management strategies for entrepreneurial firms. This course is funded by the Engler Agribusiness Entrepreneurship Program.
- **Agribusiness Entrepreneurship (EAEP388/HORT388/ABUS388/ENTR388/AGRO388)** (3 credits) Overview of types of agriculture enterprises. Formulation of a marketing plan specific to an agribusiness enterprise based on a business idea.
- **Business Management for Agribusiness Enterprises (EAEP488/HORT488/888/ABUS488/ENTR488/AGRO488)** (3 credits) requires the completion of a shadowing assignment and the analyses of case studies. Research a specific agribusiness enterprise. Develop and present a business plan using materials from the primary area of interest. This course is funded by the Engler Agribusiness Entrepreneurship Program and will serve as the Engler Agribusiness Entrepreneurship Capstone Course.
- **Internship in Entrepreneurship: (EAEP395)** (3 credits)
- **Plus** five (or six) additional credit hours from the elective courses listed below.

Required for 12 Hour Minor

- **Business Management for Agribusiness Enterprises (EAEP488/HORT 488/888/ABUS488/ENTR488/AGRO488)** (3 credits) requires the completion of a shadowing assignment and the analyses of case studies. Research a specific agribusiness enterprise. Develop and present a business plan using materials from the primary area of interest. The instruction of this course is funded by the Engler Agribusiness Entrepreneurship Program and will serve as the Engler Agribusiness Entrepreneurship Capstone Course.
- **Internship in Entrepreneurship: (EAEP395)** (3 credits)
- **Plus** six additional credit hours of 300 or higher level courses from the elective courses listed below. For 12 hour minor students EAEP 388 is considered one of the available electives.

Electives:

- **Travel Abroad Experience: (AGRI310)** (2-5 credits) The study abroad tour must have a focus relevant to agribusiness entrepreneurship.
- **Entrepreneurship in Food Products Marketing (EAEP225/AECN225/MRKT225)** (3 credits) Provides an entrepreneurial focus in agribusiness and food products marketing. The course includes a team project to develop a market strategy for a new product. **(cannot be used for the 12 hour minor).**
- **Agricultural Marketing and Product Development I (AECN471)**
1 credit I) Ind. Prereq: Junior standing or permission. EAEP225/AECN225 recommended. Selection of an agriculturally related product or service and the development of a comprehensive marketing plan. Market analysis of physical, economic and financial feasibility and formalization of an effective promotional product campaign.
- **Agricultural Marketing and Product Development II (AECN472)** (2 credits II) Ind. Prereq: Junior standing or permission; AECN471. Further refinement in the development of marketing plan from AECN471. Condensation of marketing plan into executive summary and preparation of professional oral presentation. Extensive interaction with the local agribusiness community and participation in national agri-marketing competition.
- **Entrepreneurship and Innovation in Organizations (MNGT 321/ENTR 321)** (3 credits) Introduction to entrepreneurship management/marketing. Provides an 'insider's view' of entrepreneurial creativity, innovation, and value creation. Insight into real-world marketing creativity, leadership applications, research and development, market analysis, feasibility study, and potential careers in creativity and related fields. Involves the investigation of markets, both for profit and not-for-profit
- **Family Business Management (ENTR322/MNGT322)** (3 credits) For students whose families own and operate businesses. Explores and analyzes best management, family and governance practices, and continuity challenges for family owned businesses.
- **Initiating and Managing Entrepreneurial Growth (MNGT421/ENTR421)** (3 credits) Focuses on the management of new firms, including small businesses designed to be lifestyle ventures and firms destined to grow. Exposure to variety of growth opportunities including franchising, organic growth and expansion of smaller businesses or units within larger firms. Case study analysis and exposure to thought leadership in the field are part of the core learning methods.
- **Managing Rapid Growth and Change in Organizations (MNGT 422/ENTR 422)** (3 credits) Addresses financial, human resource, operations and marketing issues that face entrepreneurs whose businesses are confronted with significant growth. In addition, will learn change management concepts that are targeted towards managing an organization in extremely turbulent times. Prepares students to work in fast-growth firms, whether they are interested in starting their own business or joining an already established fast-growth firm.
- **Business Plan Development and Decision Making (MNGT 423/ENTR423)** (3 credits) Takes an in-depth look at the business planning process. By the end of the class, students produce their own business plans. Learn through their own business plan writing, through in-depth cases studies, by engaging in role plays and by interacting with business executives.