

# Entrepreneurship

Entrepreneurship majors like to be in charge of large projects. Often this includes running your own business, possibly from the ground up. If starting a new business endeavor sounds like something you would be interested in then this major is for you. Other Entrepreneurs become managers at other businesses, but might specialize in trying new things within a larger company. The major provides a comprehensive knowledge of accounting, finance, management, marketing and computer information systems as these areas relate to entrepreneurial business. This includes an understanding of how to develop a new business plan, conduct marketing research to determine the feasibility of a new business, obtain capital resources for a new business enterprise, manage the cash flow of a new business, and understand the legal issues related to entrepreneurial endeavors. The market potential of the entrepreneurship graduate is almost infinite.

## Skills and Competencies

Like other degrees, you will be exposed to a variety of academic coursework as an Entrepreneurship major. In the process, you will acquire new skills. Specifically, your communication, analytical, technical, and computer skills will be challenged and strengthened. Strong communication skills are, after all, necessary in every career field today. Entrepreneurship is no exception. You will need to develop effective writing skills, as well as oral presentation, persuasiveness, and computer and data processing skills. Leadership and public relation skills are also important. The ability to think critically, solve problems, and negotiate are important in this field, too. You can expect to be exposed to academic coursework and experiences that challenge you to further develop these skills. The curriculum at NMU prepares students for the broad professional fields of finance, management, or for graduate studies.

## Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

### Business Core

- ACT230 Principles of Accounting I (4 cr.)
- ACT240 Principles of Accounting II (4 cr.)
- FIN 351 Financial Management I (4 cr.)
- MGT221 Business Law I (4 cr.)
- MGT240 Organizational Behavior Mgt. (4 cr.)
- MGT325 Operations Management (4 cr.)
- MGT344 Managerial Communications (4 cr.)
- MKT230 Introduction to Marketing (4 cr.)

### Entrepreneurship Core

- CIS222 Quantitative Business Problem Solving (4 cr.)
- FIN413 New Venture Finance (4 cr.)
- MGT121 Introduction to Business (4 cr.)
- MGT215 Entrepreneurship (4 cr.)
- MGT343 Human Resource Management (4 cr.)
- MGT414 Small Enterprise Management (4 cr.)
- MGT436 Strategic Management (4 cr.)
- MKT310 Marketing for Entrepreneurship (4 cr.)
- SP110 Interpersonal Communication (4 cr.)

### Other Required Courses

- EC201 Microeconomics (4 cr.)
- EC202 Macroeconomics (4 cr.)
- MA113 Finite Mathematics (4 cr.)  
or higher
- MA109 Intro to Probability and Statistics (4 cr.)
- PSY100 Introduction to Psychology (4 cr.)
- SO101 Introduction to Sociology (4 cr.) or  
SO113 Social Problems (4 cr.)
- SP100 Public Address (4 cr.)

Detailed course descriptions can be found at [www.nmu.edu/bulletin](http://www.nmu.edu/bulletin).

## Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advisement Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

## Additional Considerations

Starting your own business will require a huge time commitment, and it might stay that way for many years. Prepare to put everything into a business start-up.

You may consider bringing your unique training to another company and work as a consultant, team leader, or even internal manager.

You will likely need to work another job as you start preparing for your own business to take off. The experience will be beneficial when you do actually start your own company.

## Job Outlook

Entrepreneurship is an unlimited potential field. The prospects of success and high levels of personal income and wealth creation can only come as you push yourself further and further.

# Potential Careers

NMU's Entrepreneurship Program prepares students for employment in the following careers:

*Business Manager*

*Business Owner*

*Family Business Owner*

*Insurance Manager*

*Real Estate Sales*

*Small Business Consultant*

# Additional Resources and Information

*For Career Planning and Opportunities:  
Academic & Career Advisement Center  
3302.1 C.B. Hedgcock  
906-227-2971  
[www.nmu.edu/acac](http://www.nmu.edu/acac)*

*College of Business  
301 Cohodas  
906-227-2960  
[www.nmu.edu/business](http://www.nmu.edu/business)*

*For Job Search, Resume and Career Information:  
Career Services  
3302.3 C.B. Hedgcock  
906-227-2800  
[www.nmu.edu/careers](http://www.nmu.edu/careers)*

*For Information about NMU Student Organizations Associated with this Major Contact:  
Center for Student Enrichment  
1206 University Center  
906-227-2439  
[www.nmu.edu/cse](http://www.nmu.edu/cse)*

*Internet Resource Links:  
[www.careers.org](http://www.careers.org)  
[www.bls.gov](http://www.bls.gov)*

*For Career Information with National Organizations:  
[www.eonetwork.org](http://www.eonetwork.org) -Entrepreneurs' Org. Network  
[www.c-e-o.org](http://www.c-e-o.org) -Collegiate Entrepreneur's Organization*



**NORTHERN MICHIGAN  
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center  
2020



What to do with  
a major in...

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