



JIM MORAN COLLEGE OF ENTREPRENEURSHIP

THE JIM MORAN COLLEGE OF ENTREPRENEURSHIP	3
DEPARTMENT OF ENTREPRENEURSHIP	6

THE JIM MORAN COLLEGE OF ENTREPRENEURSHIP

The Undergraduate Overview

Website: <https://jimmorancollege.fsu.edu/>

Dean: Susan S. Fiorito; **Associate Dean:** Eric Liguori; **Assistant Deans:** Kirsten Harrison, **Professors:** Fiorito, Kim, Liguori; **Associate Professor:** Clayton, Manchiraju, McQuerry, Santos; **Assistant Professor:** Binhote, Nam; **Teaching Faculty III:** Frazier, Bob Garner; **Teaching Faculty II:** Hand, Langston, Lewis, McNees, Parker, Tatum; **Teaching Faculty I:** Baber, Brenda Garner, Geoghagan, Griffin, Tara Hackett, Riley, Roberts, Stith; **Jim Moran Professor:** Fiorito, Liguori, Santos; **Carol Avery Professors:** Clayton, McQuerry

Mission

It is the mission of the Jim Moran College of Entrepreneurship to inspire innovation, instill compassion, and ignite an entrepreneurial mindset in the next generation of leaders.

General Information

The Jim Moran College of Entrepreneurship, through its faculty, curricula, and programs, is committed to educating and developing its students for careers as future business executives and leaders.

As a result of its capable and dedicated faculty, the Jim Moran College of Entrepreneurship has been able to attract highly qualified students. These students have strong analytical and communicative aptitudes and have a spirit of enterprise and creativity. The interaction of these students with highly qualified faculty, coupled with well-designed program options, creates a stimulating learning environment.

Programs Offered

The Jim Moran College of Entrepreneurship offers curricula leading to the following degrees: Bachelor of Science (BS) and Bachelor of Arts (BA). Students pursuing a bachelor's degree choose from the following degree programs:

- Bachelor's degree in Entrepreneurship, which includes majors in Commercial Entrepreneurship and STEM Entrepreneurship
- Bachelor's degree in Retail Entrepreneurship

Minor Programs

The **Minor in Commercial Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about how to initiate and manage new ventures, sources of funding, and business planning. The curriculum will provide students with the tools and confidence to consider starting and building their own businesses.

The **Minor in Social Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about how to initiate and manage new social ventures, sources of funding, and social business planning. The curriculum will provide students with the tools and confidence to consider starting and building their own social enterprises.

The **Minor in Hospitality Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about how to initiate and manage new ventures in the hospitality industry, sources of funding, and business planning. The curriculum will provide students with the tools and confidence to consider starting and building their own hospitality-focused business.

The **Minor in STEM Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about the innovation and commercialization in the world of science, technology, engineering, and mathematics (STEM). The curriculum will provide students with the tools and confidence to consider starting and building their own venture with STEM-enabled products and services.

The **Minor in Computational Science Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about the innovation and commercialization in the world of Computational Science. The curriculum will provide students with the tools and confidence to consider starting and building their own venture using computational thinking.

The **Minor in Retail Operations** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about different facets of the inner workings of the retail industry. The curriculum will provide students with the tools and confidence to excel in any retail environment.

The **Minor in Textiles and Apparel** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about the basic construction of textiles from fibers and yarns to fabrics and finishes, including their performance for specific end-use applications in the apparel, interior, and technical textile industry.

The **Minor in Art Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the learn how to develop an idea and turn it into a sustainable, functional enterprise in the sale and distribution of your art. Conceptualize, develop, and implement entrepreneurial strategies that will help you transition from academic life to your artistic career.

The **Minor in Automotive Franchise Entrepreneurship** is a 12 hour course of study for students in any major. Students completing the program are knowledgeable about the different facets of the inner workings of the automotive industry. The curriculum will provide students with the tools and confidence to consider owning their own automotive franchise.

Facilities

The Jim Moran College of Entrepreneurship is currently housed in four separate buildings. The Jim Moran Building, which the college shares with the Jim Moran Institute, is located at 111 S. Monroe and is ideally located near the center of downtown Tallahassee. It contains a modern classroom, faculty and staff offices, and numerous support facilities such as a student incubator. The location of this building is ideal for connecting entrepreneurship students with the business community in which we live. The Jim

Moran College of Entrepreneurship also has an on-campus location in the Shaw Building. This location contains faculty and staff offices, a student collaboration room, a conference room, a body scanning lab, a fabric printing lab, and one classroom. The Historic Costume Collection is temporarily housed in the Sandels Building. The Office Depot Lab, Computer Aided Design Lab, ThermoNOL Comfort Lab®, Textile Testing Lab, and the JMC Retail Experience and Innovation Studio are housed in the William Johnston Building.

Faculty

The Jim Moran College of Entrepreneurship have exceptional faculty who never fail to be nominated for numerous University Teaching Awards. They excel in providing our students with hands-on, experiential learning and teach from many years of industry and research experience.

Scholarships

The Jim Moran College of Entrepreneurship currently offers thirty-nine scholarships. The amount and selection criteria of each award vary according to the program the award supports and the funding source. In addition to scholarships, the Jim Moran College of Entrepreneurship and the University provide numerous opportunities for part-time work as student assistants.

Requirements

Students planning to pursue a major within the Jim Moran College of Entrepreneurship should complete the prerequisite courses required for admission during their first three to four terms of college work. Students attending Florida State and community colleges should complete the prerequisite courses required for admission while fulfilling general education requirements leading to the Associate in Arts (AA) degree.

Admission Requirements

Admission to the Jim Moran College of Entrepreneurship's majors is based on the completion of prerequisite requirements. Students are required to meet the following admission criteria:

- Completion of at least 52 acceptable credit hours
- Achievement of the prerequisite GPA. Note that the required GPA can change from year to year; information regarding the current, required GPA is available at <https://jimmorancollege.fsu.edu>
- For Commercial Entrepreneurship Degree Program
 - Completion of the following (or equivalent) courses with a grade of "C-" or better: ECO 2013, ECO 2023, MAC 1105, STA 2023, and any leadership course
- For Retail Entrepreneurship Degree Program
 - Completion of the following (or equivalent) courses with a grade of "C-" or better: ECO 2013, ECO 2023, MAC 1105, STA 2023, CTE1401, and any leadership course

Academic Policies

Students are required to meet graduation requirements specified in the University *General Bulletin* in effect at the time they are admitted to one of the programs in the Jim Moran College of Entrepreneurship, or subsequent *General Bulletins* including the *General Bulletin* in effect at the time they graduate, provided they graduate within a period of six years from the date of first entry.

Changes to this *General Bulletin* that have been formally approved prior to Fall 2025, but not in sufficient time to meet publication deadlines, will still be effective Fall 2025. Students can receive information on these changes in the Assistant Dean of Academic and Student Services' office in the Jim Moran College of Entrepreneurship.

All students must complete an official pre-graduation check in the Mapping Coordinator's office of the Jim Moran College of Entrepreneurship during the term they will earn 90 credit hours or the term prior to the term in which they plan to graduate.

All students must apply for graduation through the myFSU portal during the first three weeks of the term in which they plan to graduate.

In the Jim Moran College of Entrepreneurship, a minimum of 30 credit hours of the major area requirements must be completed at Florida State University. Transfer of upper-level business courses must be approved by the Dean of the Jim Moran College of Entrepreneurship. Students are not allowed duplicate credit hours for courses repeated in which they have made a "C-" or better.

The only courses offered by the entrepreneurship departments that may be taken on a satisfactory/unsatisfactory (S/U) basis are those courses restricted to S/U grades only. No student who has accumulated two or more grades below "C-" (D+, D, D-, F) in major courses taken for credit at Florida State University will be permitted to continue toward a degree with a degree in commercial entrepreneurship or retail entrepreneurship.

THE JIM MORAN COLLEGE OF ENTREPRENEURSHIP

GRADUATE STUDIES

Information for Graduate Students

Dean: Susan S. Fiorito; **Associate Dean:** Eric Liguori; **Assistant Dean:** Kirsten Harrison; **Professors:** Fiorito, Kim, Liguori; **Associate Professor:** Clayton, Manchiraju, McQuerry, Santos; **Assistant Professor:** Binhote, Nam; **Teaching Faculty III:** Frazier, Bob Garner; **Teaching Faculty II:** Hand, Langston, Lewis, McNees, Parker, Tatum; **Teaching Faculty I:** Baber, Carter, Brenda Garner, Geoghagan, Griffin, Tara Hackett, Riley, Roberts, Stith; **Jim Moran Professor:** Fiorito, Liguori, Santos; **Carol Avery Professors:** Clayton, McQuerry

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Programs Offered

The Master of Science in Retail Entrepreneurship with a major in Textile and Apparel Entrepreneurship program is designed to address the innovative approaches to textile testing and analysis, manufacturing, distribution, and product design and development while exploring new technologies and gaining a better understanding of the advancements in the current textile and apparel industry. The program is designed to allow students to complete the degree at a full-time or part-time pace, with both on-campus and online classes available.

The online Master of Science in Entrepreneurship with a major in Hospitality Entrepreneurship in the MSE program focuses on entrepreneurial endeavors in hospitality – opening, building, or innovating new hospitality enterprises. The program relies heavily on the acquisition and application of skills in real-world entrepreneurial hospitality enterprises. This degree provides advanced online education to allow graduates to pursue careers in a variety of corporate, government and/or academic professions.

The Master of Science in Entrepreneurship with a major in Product Development prepares individuals who seek to work in any company, private or public, advancing their knowledge and skills in product design and development. The core curriculum of the program includes topics in financial literacy and accounting, strategy and ethics in management. The classes offered in the product development provide students with hands-on experience in innovation and commercialization, further developing their abilities to implement their education from the MSE program in today's highly competitive and lucrative field of entrepreneurship.

The online Master of Science in Entrepreneurship with a major in Social and Sustainable Enterprises prepares students to help companies meet the demands of today without jeopardizing future generations. Throughout this online program, students are taught by Environmental, Social, and Governance (ESG) leaders and industry professionals to create, manage, and lead social and sustainable enterprises.

The online Master of Science in Entrepreneurship (MSE) with a major in Creative Arts Entrepreneurship offers students an opportunity to develop entrepreneurial skills that complement their specific area of professional practice. It is designed for those who already possess professional experience and a solid foundation in the disciplines of motion picture arts, music, visual & performing arts and/or creative writing.

The graduate certificate program in Entrepreneurship, offered both online and on-campus, develops a student's ability to analyze industry-specific issues from a global perspective, foster critical thinking, and enhance the tangible and intangible skills needed for today's highly competitive, yet lucrative field of entrepreneurship. The graduate certificate in Entrepreneurship offers students case-study learning while providing opportunities for innovative, hands-on application. Students take introductory graduate courses in entrepreneurship and leadership and then specialized courses within the current existing graduate programs. Students from all academic disciplines are encouraged to pursue this graduate certificate so they may expand their knowledge in their chosen field by tying it to an entrepreneurial career, thus enabling students to pursue their passion and at the same time create a successful entrepreneurial venture around that chosen field.

The online graduate certificate program in Biomedical Entrepreneurship prepares you to improve patient health worldwide. Offered jointly by the College of Medicine and the Jim Moran College of Entrepreneurship, the certificate is designed for scientists, clinicians, and engineers who champion health innovation. The development of leadership skills is necessary to identify, create, and launch pioneering solutions with healthcare applications. You'll learn entrepreneurial fundamentals from experts in the field; you'll participate in an intensive collaboration course; and you can customize your certificate through specialized electives that are offered based on student interest and instructor availability. Medical devices, imaging, therapeutics, and genomics are among the specialized topics.

Admission Standards

Students considered for admission to the college must present a 3.0 upper-division grade point average (GPA) as an undergraduate student. All applicants to the college must submit an official transcript to the University as part of the admission process. Individual programs may have additional requirements for admission. Students should consult the appropriate program chapter of this Graduate Bulletin for details.

International applicants whose native language is not English must submit an English language proficiency exam, such as the Test of English as a Foreign Language (TOEFL), the International English Language Testing System (IELTS), or the Pearson Test of English (PTE Academic), the Cambridge English Language Assessment, the Michigan Language Assessment, or Duolingo. These scores are considered official only when they are sent directly to the Office of Admissions from the testing agency and are not valid after two years.

Study Abroad

The University offers many opportunities for international study open to all qualified state university students. Study-abroad programs range in nature from long-established study centers in Florence, London, Valencia, and Panama. Operated by Florida State University, they provide the opportunity for a truly rewarding educational and cultural experience. This can be done without disrupting their sequence of courses and without loss of residency since the Italy, England, Spain, and Panama campuses are true extensions of the Tallahassee campus.

DEPARTMENT OF ENTREPRENEURSHIP

Undergraduate Department of Entrepreneurship

THE JIM MORAN COLLEGE OF ENTREPRENEURSHIP

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The Jim Moran College of Entrepreneurship administers two undergraduate degree programs in Entrepreneurship and Retail Entrepreneurship.

The undergraduate majors in entrepreneurship are designed for those who want to learn more about opportunity recognition, opportunity, evaluation, and new venture start-up and growth in various industries. Students admitted into these majors will participate in courses and seminars staffed by faculty members, as well as entrepreneurs and business owners/managers. Students will have opportunities to learn firsthand what is needed to start a new business venture, and to run an existing business.

The purpose of the Jim Moran College majors is to give students the knowledge, skills, and confidence to start, run, and grow their own business.

Students who successfully complete the Jim Moran College major receive a Bachelor of Science (BS) degree in entrepreneurship with a major in commercial entrepreneurship or STEM Entrepreneurship, or a Bachelor of Science (BS) degree in retail entrepreneurship.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C-" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in Commercial and Retail Entrepreneurship satisfy this requirement by earning a grade of "C-" or higher in either CTE 3055 or CGS 2518.

State of Florida Common Program Prerequisites for Entrepreneurship

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting <https://www.flsenate.gov/Laws/Statutes/2021/1006.73>.

FLVC has identified common program prerequisites for the degree program in Entrepreneurship. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: <https://cpm.flvc.org/programs/139/225>.

Specific prerequisites are required for admission into the upper-division program and **must** be completed by the student at either a community college or a state university prior to being admitted to this program. **Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.**

Entrepreneurship Program Requirements

All students must complete: (1) the University-wide baccalaureate degree requirements summarized in [Undergraduate Degree Requirements](#); (2) the state of Florida common prerequisites for entrepreneurship majors; (3) at least 60 credit hours of courses in non-business disciplines; and (4) the major area requirements for entrepreneurship majors.

Jim Moran College Core Requirements

All Jim Moran College majors must complete the following ten courses. A grade of "C-" or better must be earned in each course.

ECO 3041 Personal Finance (3).

CGS 2518 Spreadsheets for Business (3).

CTE 3055 Computer Applications for Entrepreneurs (3).

ENT 3941 Professional Development & Internship Prep (3).
ENT 2000 Introduction to Entrepreneurship (3).
ENT 3513 Market Solutions to Social Problems (3).
ENT 3451 Accounting Essentials for Entrepreneurs (3).
ENT 4114 Business Plan Design (3).
ENT 4122 Go To Market Strategies (3).
ENT 4943 Entrepreneurship Internship (3).

Commercial Entrepreneurship Major Requirements

All Commercial Entrepreneurship majors must complete the following 30 credit hours. A grade of "C-" or better must be earned in each course.

ENT 3001 Experiences in Entrepreneurship I (3).
ENT 3111 Creating Value through Customer Acquisition (3).
ENT 3203 Managing Growth (3).
ENT 4110 Entrepreneurship Capstone Simulation (3).
ENT 4305 Legal and Ethical Environments for Entrepreneurs (3).
ENT 4255 Negotiations (3).
ENT 4604 New Product Development (3).
ENT 4127 Entrepreneurial Strategy (3).

OR

ENT 3002 Experiences in Entrepreneurship II (3).

Plus at least six credit hours from the following list of courses:

CTE 2630 The Social Psychology of Dress (3).
CTE 3416 Retail Technologies (3).
CTE 3512 History of Dress (3).
CTE 3806 Merchandising Principles (3).
CTE 3808 Consumers in a Complex Marketplace (3).
CTE 3835 Merchandise Presentation and Inventory Analysis (3).
CTE 3862 Retail Operations (3).
CTE 4443 Quality Assurance for Textiles and Apparel (4).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4605 Retail Supply Chain (3).
CTE 4707 International Topics in Design Industry (3).
CTE 4803r International Topics in Merchandising (3).
CTE 4812 Retail Branding (3).
CTE 4822 Quantitative Merchandise Management (3).
CTE 4826 Merchandising Buying (3).
CTE 4937 Special Topics in Retail (3).
ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).
ENT 2630 Themed Experience (3).
ENT 2802 Entrepreneurship in Contemporary Society (3).
ENT 3133 Opportunities in Athletic Entrepreneurship (3).
ENT 3173 Franchising (3).
ENT 3175 Intro to Automotive Franchising (3).
ENT 3273 Family Business (3).
ENT 3283 Women and Minorities in New Ventures (3).
ENT 3515 Principles of Social and Sustainable Enterprises (3).
ENT 3629 Entrepreneurial Technologies (3).
ENT 3635 Visualizing Environments (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4127 Entrepreneurial Strategy (3).
ENT 4143 Entrepreneurship Consulting (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4227 Innovation Architect (3).

ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4514 Measuring Social Impact (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1–3).

STEM Entrepreneurship Major Requirements

All STEM Entrepreneurship majors must complete the following 15 credit hours. A grade of “C-” or better must be earned in each course.

ENT 3001 Experiences in Entrepreneurship I (3).
ENT 3002 Experiences in Entrepreneurship II (3).

OR

ENT 4127 Entrepreneurial Strategy (3).
ENT 4641 STEM Research Methods (3).
ENT 4602 STEM Product Development (3).

Choose one:

ENT 3629 Entrepreneurial Technologies (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4XXX AI and Machine Learning for Entrepreneurship (3).

Plus complete one approved minor in the STEM field (12-15).

Plus at least six credit hours from the following list of courses:

CTE 2630 The Social Psychology of Dress (3).
CTE 3416 Retail Technologies (3).
CTE 3512 History of Dress (3).
CTE 3806 Merchandising Principles (3).
CTE 3808 Consumers in a Complex Marketplace (3).
CTE 3835 Merchandise Presentation and Inventory Analysis (3).
CTE 3862 Retail Operations (3).
CTE 4443 Quality Assurance for Textiles and Apparel (4).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4605 Retail Supply Chain (3).
CTE 4707 International Topics in Design Industry (3).
CTE 4803r International Topics in Merchandising (3).
CTE 4812 Retail Branding (3).
CTE 4822 Quantitative Merchandise Management (3).
CTE 4826 Merchandising Buying (3).
CTE 4937 Special Topics in Retail (3).
ENT 2620 Survey of STEM (3).
ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).
ENT 2630 Themed Experience (3).
ENT 2802 Entrepreneurship in Contemporary Society (3).
ENT3133 Opportunities in Athletic Entrepreneurship (3).
ENT 3173 Franchising (3).
ENT 3175 Intro to Automotive Franchising (3).
ENT 3273 Family Business (3).
ENT 3283 Women and Minorities in New Ventures (3).
ENT 3515 Principles of Social and Sustainable Enterprises (3).
ENT 3635 Visualizing Environments (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4143 Entrepreneurship Consulting (3).
ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4227 Innovation Architect (3).
ENT 4276 The Strategic Startup (3).

ENT 4514 Measuring Social Impact (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

General Retail Requirements

All Retail Entrepreneurship majors must complete the following ten courses. A grade of "C-" or better must be earned in each course.

CTE 3806 Merchandising Principles (3).
CTE 4822 Quantitative Merchandising Management (3).
CTE 3808 Consumers in a Complex Marketplace (3).
CTE 3431 Product Development (3)

Choose two:

CTE 3835 Merchandise Presentation and Inventory Analysis (3).
CTE 4443 Quality Assurance for Textiles and Apparel (4).
CTE 4826 Merchandising Buying (3).

Choose one:

CTE 4812 Retail Branding (3).
ENT 4811 Entrepreneurial E-Commerce (3).

Choose one:

CTE 4605 Retail Supply Chain (3).
CTE 4929 Global Sourcing (3).

Choose two:

CTE 3835 Visual Merchandising (3).
CTE 4826 Retail Buying (3).
CTE 4443 Quality Assurance for Textiles and Apparel (4).
CTE 3416 Retail Technologies (3).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4812 Retail Branding (3).
CTE 4605 Retail Supply Chain (3).
CTE 4829 Global Sourcing (3).
CTE 4868 Product Development Capstone (3).
ENT 4811 Entrepreneurial E-Commerce (3).

Plus at least six credit hours from the following list of courses that have not already been taken to satisfy the above requirements:

CTE 2630 The Social Psychology of Dress (3).
CTE 3512 History of Dress (3).
CTE 3835 Merchandise Presentation and Inventory Analysis (3).
CTE 3862 Retail Operations (3).
CTE 4605 Retail Supply Chain (3).
CTE 4707 International Topics in Design Industry (3).
CTE 4803r International Topics in Merchandising (3).
CTE 4812 Retail Branding (3).
CTE 4826 Retail Buying (3).
CTE 4937r Special Topics (1-3).
ENT 2620 Survey of STEM (3).
ENT 2624 Enough to Be Dangerous: Impact Areas of STEM Commercialization (3).
ENT 2630 Themed Experience (3).
ENT 2802 Entrepreneurship in Contemporary Society (3).
ENT 3111 Creating Value Through Customer Acquisition (3).
ENT 3133 Opportunities in Athletic Entrepreneurship (3).
ENT 3173 Franchising (3).
ENT 3175 Intro to Automotive Franchising (3).
ENT 3203 Managing Growth (3).

ENT 3273 Family Business (3).
ENT 3283 Women and Minorities in New Ventures (3).
ENT 3414 Measuring Financial Success (3).
ENT 3515 Principles of Social and Sustainable Enterprises (3).
ENT 3607 Innovation by Design (3).
ENT 3629 Entrepreneurial Technologies (3).
ENT 3635 Visualizing Environments (3).
ENT 4143 Entrepreneurship Consulting (3).
ENT 4127 Entrepreneurial Strategy (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4227 Innovation Architect (3).
ENT 4255 Negotiations (3).
ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4514 Measuring Social Impact (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4811 Retail Merchandising Planning Strategies (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

Requirements for a Minor in Entrepreneurship

Any student who has been accepted to Florida State University is eligible to get a minor offered through the Jim Moran College of Entrepreneurship. This is not a University degree program leading to a diploma. Students completing a minor through the Jim Moran College will gain knowledge about how to be entrepreneurial within various industries. Students interested in a minor in entrepreneurship must take a total of 12 hours in entrepreneurship as described below.

Commercial Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).
ENT 3423 Funding Sources for Entrepreneurial Opportunities (3).
ENT 4014 New Venture Creation (3).

Plus one course from the following list of courses:

CTE 2630 The Social Psychology of Dress (3).
CTE 3512 History of Dress (3).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4937r Retail Special Topics (1-3).
ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).
ENT 2802 Entrepreneurship in Contemporary Society (3).
ENT 3133 Opportunities in Athletic Entrepreneurship (3).
ENT 3173 Franchising (3).
ENT 3175 Intro to Automotive Franchising (3).
ENT 3203 Managing Growth (3).
ENT 3273 Family Business (3).
ENT 3283 Women and Minorities in New Ventures (3).
ENT 3515 Principles of Social and Sustainable Enterprises (3).
ENT 4143 Entrepreneurship Consulting (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4227 Innovation Architect (3).
ENT 4255 Negotiation in Entrepreneurship (3).
ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

Computational Science Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).

ISC 1057 Computational Thinking (3).

Choose one of the following:

ISC 2310 Introduction to Computational Thinking in Data Science with Python (3). (fall and spring)

ISC 3313 Introduction to Scientific Computing (3). (fall, spring, and summer)

Plus one course from the following list of courses:

CTE 2630 The Social Psychology of Dress (3).

CTE 3512 History of Dress (3).

CTE 4470 Sustainability and Human Rights in the Business World (3).

CTE 4937r Retail Special Topics (1-3).

ENT 2620. Survey of STEM (3).

ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).

ENT 2802 Entrepreneurship in Contemporary Society (3).

ENT 3133 Opportunities in Athletic Entrepreneurship (3).

ENT 3173 Franchising (3).

ENT 3175 Intro to Automotive Franchising (3).

ENT 3203 Managing Growth (3).

ENT 3273 Family Business (3).

ENT 3283 Women and Minorities in New Ventures (3).

ENT 3515 Principles of Social and Sustainable Enterprises (3).

ENT 4143 Entrepreneurship Consulting (3).

ENT 4311 IP Strategies for Entrepreneurs (3).

ENT 4153 Data Science Entrepreneurship (3).

ENT 4227 Innovation Architect (3).

ENT 4255 Negotiation in Entrepreneurship (3).

ENT 4622 Biomedical Innovation and ENT (3).

ENT 4623 Healthcare Entrepreneurship (3).

ENT 4625 Music Entrepreneurship and Venture Incubation (3).

ENT 4804 The Psychology of Entrepreneurship (3).

ENT 4934r Special Topics in Entrepreneurship (1-3).

Hospitality Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).

HFT 1000 Introduction to Hospitality and Tourism (3).

HFT 3240 Managing Service Organizations (3).

Plus one course from the following list of courses:

CTE 2630 The Social Psychology of Dress (3).

CTE 3512 History of Dress (3).

CTE 4470 Sustainability and Human Rights in the Business World (3).

CTE 4937r Retail Special Topics (1-3).

ENT 2620 Survey of STEM (3).

ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).

ENT 2802 Entrepreneurship in Contemporary Society (3).

ENT 3133 Opportunities in Athletic Entrepreneurship (3).

ENT 3173 Franchising (3).

ENT 3175 Intro to Automotive Franchising (3).

ENT 3203 Managing Growth (3).

ENT 3273 Family Business (3).

ENT 3283 Women and Minorities in New Ventures (3).

ENT 3515 Principles of Social and Sustainable Enterprises (3).

ENT 4143 Entrepreneurship Consulting (3).

ENT 4311 IP Strategies for Entrepreneurs (3).

ENT 4227 Innovation Architect (3).

ENT 4153 Data Science Entrepreneurship (3).
ENT 4255 Negotiation in Entrepreneurship (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

Retail Operations

CTE 3806 Introduction to Merchandising (3).
ENT 2000 Introduction to Entrepreneurship (3).
ENT 3862 Retail Operations (3).

Plus one course from the following list of courses:

CTE 3808 Consumers in a Complex Marketplace (3).
CTE 3835 Merchandise Presentation and Inventory Analysis (3).
CTE 4605 Retail Supply Chain (3).
CTE 4937r Retail Special Topics (1-3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

Social Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).
ENT 3513 Market Solutions to Social Problems (3).
ENT 3515 Principles of Social and Sustainable Enterprises (3).

Plus one course from the following list of courses:

CTE 3512 History of Dress (3).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4937r Retail Special Topics (1-3).
ENT 2620 Survey of STEM (3).
ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).
ENT 2802 Entrepreneurship in Contemporary Society (3).
ENT 3133 Opportunities in Athletic Entrepreneurship (3).
ENT 3173 Franchising (3).
ENT 3175 Intro to Automotive Franchising (3).
ENT 3203 Managing Growth (3).
ENT 3273 Family Business (3).
ENT 3283 Women and Minorities in New Ventures (3).
ENT 4143 Entrepreneurship Consulting (3).
ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4227 Innovation Architect (3).
ENT 4255 Negotiation in Entrepreneurship (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

STEM Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).

Choose two of the following:

ENT 2XXX Intro to STEM Entrepreneurship (3).
ENT 2620 Survey of STEM (3).
ENT 2624 Enough to be Dangerous (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4623 Healthcare Entrepreneurship (3).

Plus one course from the following list of courses:

CTE 3512 *History of Dress* (3).
CTE 4470 *Sustainability and Human Rights in the Business World* (3).
CTE 4937r *Retail Special Topics* (1-3).
ENT 2624 *Enough to Be Dangerous: Impact Areas of STEM Commercialization* (3).
ENT 2802 *Entrepreneurship in Contemporary Society* (3).
ENT 3133 *Opportunities in Athletic Entrepreneurship* (3).
ENT 3173 *Franchising* (3).
ENT 3175 *Intro to Automotive Franchising* (3).
ENT 3203 *Managing Growth* (3).
ENT 3273 *Family Business* (3).
ENT 3283 *Women and Minorities in New Ventures* (3).
ENT 3515 *Principles of Social and Sustainable Enterprises* (3).
ENT 4143 *Entrepreneurship Consulting* (3).
ENT 4227 *Innovation Architect* (3).
ENT 4255 *Negotiation in Entrepreneurship* (3).
ENT 4311 *IP Strategies for Entrepreneurs* (3).
ENT 4622 *Biomedical Innovation and ENT* (3).
ENT 4625 *Music Entrepreneurship and Venture Incubation* (3).
ENT 4804 *The Psychology of Entrepreneurship* (3).
ENT 4934r *Special Topics in Entrepreneurship* (1-3).

Art Entrepreneurship

ENT 2000 *Introduction to Entrepreneurship* (3).
ENT 4014 *Creating New Ventures I: Opportunity Recognition and Market Feasibility* (3).
ART 4030 *Entrepreneurship in Art* (3).

Studio Art majors, choose one of the following electives:

ART 4943 *Internship* (recommended)
ENT 3067 *Innovations by Design* (fall, spring, and summer)
ENT 4225 *Negotiations* (spring)

All other majors, choose one Studio Art elective:

ART 1201C *2D Foundations* (fall, spring, and summer)
ART 1203C *3D Foundations* (fall, spring, and summer)
ART 1300 *Drawing Foundations* (fall, spring, and summer)
ART 1602C *Digital Foundations* (fall, spring, and summer)

Textiles and Apparel Entrepreneurship

CTE 1401 *Introductory Textile Science* (3).
CTE 3055 *Computer Applications for Retail Entrepreneurship* (3).
ENT 2000 *Introduction to Entrepreneurship* (3).

Plus one course from the following list of courses:

CTE 3512 *History of Dress* (3).
CTE 4470 *Sustainability and Human Rights in the Business World* (3).
CTE 4937r *Retail Special Topics* (1-3).
ENT 2620 *Entrepreneurial Strategy* (3).
ENT 2624 *Enough to be Dangerous: Impact Areas of STEM Commercialization* (3).
ENT 2802 *Entrepreneurship in Contemporary Society* (3).
ENT 3133 *Opportunities in Athletic Entrepreneurship* (3).
ENT 3173 *Franchising* (3).
ENT 3175 *Intro to Automotive Franchising* (3).
ENT 3203 *Managing Growth* (3).
ENT 3273 *Family Business* (3).
ENT 3283 *Women and Minorities in New Ventures* (3).
ENT 3515 *Principles of Social and Sustainable Enterprises* (3).
ENT 4143 *Entrepreneurship Consulting* (3).

ENT 4153 Data Science Entrepreneurship (3).
ENT 4227 Innovation Architect (3).
ENT 4255 Negotiation in Entrepreneurship (3).
ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

Automotive Franchise Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).
ENT 3175 Intro to Automotive Franchising.
ENT 4174 Automotive Franchising and Operations (3).

Plus one course from the following list of courses:

CTE 3512 History of Dress (3).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4937r Retail Special Topics (1-3).
ENT 2620 Entrepreneurial Strategy (3).
ENT 2624 Enough to be Dangerous: Impact Areas of STEM Commercialization (3).
ENT 2802 Entrepreneurship in Contemporary Society (3).
ENT 3133 Opportunities in Athletic Entrepreneurship (3).
ENT 3173 Franchising (3).
ENT 3203 Managing Growth (3).
ENT 3273 Family Business (3).
ENT 3283 Women and Minorities in New Ventures (3).
ENT 3423 Funding Sources (3).
ENT 3515 Principles of Social and Sustainable Enterprises (3).
ENT 4014 New Venture Creation (3).
ENT 4143 Entrepreneurship Consulting (3).
ENT 4153 Data Science Entrepreneurship (3).
ENT 4227 Innovation Architect (3).
ENT 4255 Negotiation in Entrepreneurship (3).
ENT 4311 IP Strategies for Entrepreneurs (3).
ENT 4622 Biomedical Innovation and ENT (3).
ENT 4623 Healthcare Entrepreneurship (3).
ENT 4625 Music Entrepreneurship and Venture Incubation (3).
ENT 4804 The Psychology of Entrepreneurship (3).
ENT 4934r Special Topics in Entrepreneurship (1-3).

Linguistics Entrepreneurship

ENT 2000 Introduction to Entrepreneurship (3).
LIN3041 Introduction to Linguistics I (3).
Choose one of the following linguistics electives:
LIN 4201 Sounds of the World's Languages (Fall)
LIN 2004 World Languages (Fall)
IDS 2291 Language birth, language death (Honors; Fall, Spring)
LIN 4512 Introduction to Syntax (Spring)
LIN 4600 Sociolinguistics (Spring)
LIN 4623 Psycholinguistics of Bilingualism (Fall)
LIN 3771 Special Topics: Programming for Linguists (Fall)

Choose one of the following entrepreneurship electives:

CTE 3512 History of Dress (3).
CTE 4470 Sustainability and Human Rights in the Business World (3).
CTE 4937r Retail Special Topics (1-3).

ENT 2624 *Enough to Be Dangerous: Impact Areas of STEM Commercialization* (3).

ENT 2802 *Entrepreneurship in Contemporary Society* (3).

ENT 3133 *Opportunities in Athletic Entrepreneurship* (3).

ENT 3173 *Franchising* (3).

ENT 3175 *Intro to Automotive Franchising* (3).

ENT 3203 *Managing Growth* (3).

ENT 3273 *Family Business* (3).

ENT 3283 *Women and Minorities in New Ventures* (3).

ENT 3515 *Principles of Social and Sustainable Enterprises* (3).

ENT 4143 *Entrepreneurship Consulting* (3).

ENT 4311 *IP Strategies for Entrepreneurs* (3).

ENT 4227 *Innovation Architect* (3).

ENT 4255 *Negotiation in Entrepreneurship* (3).

ENT 4622 *Biomedical Innovation and ENT* (3).

ENT 4625 *Music Entrepreneurship and Venture Incubation* (3).

ENT 4804 *The Psychology of Entrepreneurship* (3).

ENT 4934r *Special Topics in Entrepreneurship* (1-3).

Definition of Prefixes

CTE—Clothing and Textiles

ECO—Economics

ENT—Entrepreneurship

IDS—Interdisciplinary Studies

Undergraduate Courses

CTE 1401. Introductory Textile Science (3). This course is an introduction to fibers, yarns, fabric structures, coloration and finishes related to performance, selection, and care.

CTE 2630. The Social Psychology of Dress (3). This course is a presentation and explanation of major theories and concepts that are important to understanding the relationships between dress and human behavior. The course addresses clothing and appearance as important contributors to human interactions with consideration of the importance of clothing in individual and collective behavior.

CTE 3055. Computer Applications for Entrepreneurs (3). Prerequisite: Major status within the Jim Moran College of Entrepreneurship. This course covers computer applications and digital technology skills for entrepreneurship students that prepares them for the creation of business documents and creative projects. Students demonstrate these skills by creating a brand presentation, text documents, spreadsheets, and creative design projects using Adobe Applications.

CTE 3416. Retail Technologies (3). CTE 3416 Prerequisites: CTE 3055 (C- or better) This course explores several technologies that are utilized in the retail industry. Students are introduced to four new technologies: digital textile printing, body scanning, 3D printing and Virtual Reality. These technologies are explored through a retail lens.

CTE 3431. Introduction to Product Development (3). CTE 3431 Prerequisites: CTE 1401 (C- or better) and CTE 3055 (C- or better) This course is an introduction to the world of fashion product development, the process through which design concepts become first a series of prototypes and finally garments produced in large volumes to meet client requirements.

CTE 3512. History of Dress (3). This course explores the development of Western dress from the 15th century to the present as a reflection of socio-cultural factors including cultural values, ethnicity, gender, class, art, customs, economy, politics, religion, geography, and technology.

CTE 3763. Design Principles and Analysis (3). Prerequisite: CTE 1401C. This course is an introduction to design as process and product: with applications of functional, structural, and decorative design; design elements and principles. This course also offers an assessment of the production of ready-to-wear apparel and the method for evaluating its quality. The resulting body of knowledge and related vocabulary are important tools for anyone pursuing a career in the apparel industry.

CTE 3806. Merchandising Principles (3). This course is an overview of businesses that design, produce, distribute, and sell fashion and basic goods. Theoretical foundations and practical application of the principles of retail merchandising.

CTE 3808. Consumers in a Complex Marketplace (3). This course explores the decision making behavior of consumers in a complex and diverse marketplace, including consumer rights and responsibilities.

CTE 3835. Merchandise Presentation and Inventory Analysis (3). This course provides students with knowledge of the changes in retail, visual merchandising's current and future role in the industry, and expands the scope beyond traditional brick-and-mortar stores to include merchandising websites and social media.

CTE 3862. Retail Operations (3). This course addresses a variety of topics including financial requirements, location strategy and selection, hiring and staffing, information systems and supply chain, creating an inventory plan, vendor selection and negotiations, buying the merchandise, and managing the store.

CTE 4443. Product Evaluation of Textiles and Apparel (4). CTE 4443 Prerequisites: CTE 1401 (C- or better) This course offers an evaluation of textile materials for specific end users, industry compliance, certified performance, and government standards.

CTE 4470. Sustainability and Human Rights in the Business World (3). This course provides an overview of social responsibility, human rights, and sustainability, and it identifies strategies and frameworks to apply to socially-responsible and sustainable business. This course also explores the roles of the consumer, corporation, and government and non-governmental organizations.

CTE 4605. Retail Supply Chain (3). This course provides students with knowledge of the global retail supply chain from raw materials to the consumer.

CTE 4707. International Topics in Design Industry (3). Prerequisite: CTE 1401C, CTE 3201, and CTE 3806. This course offers an in-depth study of designers and of the design industry in international sites. Students gain a perspective on the influence of fashion on economic, social, artistic, and global culture.

CTE 4803r. International Topics in Merchandising (3). Prerequisite: CTE 3806. This course is the study of current practices and technology in merchandising in an international setting. The course requires students to travel to and live at international sites at their own expense. May be repeated to a maximum of nine credit hours.

CTE 4812. Retail Branding (3). This course builds a foundation for retail branding. Students investigate the importance of a retailer's brand with respect to customer loyalty, differentiation from competitors, sales growth, and profitability. The focus includes analyzing strategies for the pricing, promotion, merchandising, and product packaging of a retailer's brand(s).

CTE 4822. Quantitative Merchandising Management (3). Prerequisite: Major status within the Jim Moran School of Entrepreneurship. This course examines and applies the principles of effective merchandising management through mathematical procedures.

CTE 4826. Merchandising Buying (3). Prerequisites: A 2.50 GPA as well as a grade of "C" or better in CTE 3835, CTE 4822, and MAR 3023. Corequisites: CTE 4811, CTE 4866, and CTE 4882. This course examines techniques and theories of retail buying, concentrating on buying functions and the strategic role of the buyer in retail management. This course is part of the intern block for Merchandising majors only.

CTE 4829. Global Sourcing (3). This course covers global trade, trade practice and theories, as well as the global sourcing related to the textile, apparel, and retail industries.

CTE 4868. Initial Idea to Apparel Product Launch (3). Prerequisite: CTE 3431. In this course, students learn how to bring a product from concept to market launch by becoming fluent in all facets of the product development process. As part of a team, students participate in a rigorous and analytical process to arrive with an innovative product.

CTE 4905r. Directed Individual Study (1-6). Prerequisite: A 2.50 GPA. May be repeated to a maximum of six semester hours.

CTE 4937r. Special Topics (1-3). This course is an analysis of current issues and practices in the industry of retail and entrepreneurship. May be repeated to a maximum of 12 credit hours; repeatable within the same term.

CTE 4970r. Honors in the Major Research (1-6). In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six (6) credit hours total, but may be repeated up to a maximum of 12 credit hours in total.

ECO 3041. Personal Finance: Foundations for Entrepreneurship (3). This course is designed to help students better understand personal finance and provide them with the tools to make better choices and live a more fulfilling life.

ENT 1021r. Entrepreneurship & Innovation Learning Community Colloquium (1). (S/U grade only.) Must be in the Entrepreneurship & Innovation Learning Community. This course is designed to immerse students in entrepreneurship and innovation at FSU and expose them to the university's areas of entrepreneurial focus. Through speakers, coursework, and visits to businesses and places of interest in the Tallahassee community, students are encouraged to explore their own interests and ideas and look for ways to solve problems and develop a project based on these interests.

ENT 1611. Designing Your Life with Innovation (1). (S/U grade only.) This course applies the basic skills of Design Thinking to inspire innovation for students when making life decisions on campus and beyond. Design Thinking employs a three-stage process for developing solutions to the wicked problem of designing your life: Empathize, Ideate, and Build.

ENT 1940. Internship Prep for Entrepreneurs (0). (S/U grade only.) This course prepares students for the challenges of preparing for the interview process, as well as transitioning into an internship. This course focuses on various types of interviews, including Skype and phone interviews. This course addresses the importance of professionalism, leadership, proper dress attire, initiating conversations, and other important issues students must be aware of.

ENT 1942. Internship Prep for Entrepreneurs: Next Level (0). (S/U grade only.) Prerequisite: ENT 1940 This course is designed to educate and assist students in developing and managing their professional brand. Students also prepare to transition from the classroom to the internship/job. Importance is placed on networking and the post-internship job search process.

ENT 2000. Introduction to Entrepreneurship (3). This course exposes students to the knowledge and skills required to be a successful entrepreneur. Topics include challenges of entrepreneurship, marketing and financial concerns, and management issues.

ENT 2620. The Entrepreneur's Perspective on a Survey of STEM (3). This course provides students with an overview of the foundations of the primary areas of Science, Technology, Engineering and Mathematics (STEM) from the entrepreneur's perspective. Entrepreneurship activity is present in every primary area of STEM, and this course helps students obtain a high-level viewpoint of the STEM field as a whole so that they are better equipped to enter the workforce and/or create ventures within it in the future.

ENT 2624. Enough to be Dangerous: Impact Areas of STEM Commercialization (3). This course educates students about STEM commercialization, startups and technology transfer in a manner that equips them with knowledge "enough to be dangerous" in the real-world career setting. The course consists of classroom sessions as well as visits to local startups, small to medium businesses, research labs and other key players in the local area that exemplify the Impact Areas of STEM commercialization.

ENT 2630. The Themed Experience (3). This course provides a broad overview of the creation and concepts that drive the themed experience. Students discuss historical themed spaces and current industry trends in retail venues, theme parks to formal gardens, instillation art and theatrical venues. Students gain understanding of storytelling through designed placemaking.

ENT 2650. Introduction to STEM Entrepreneurship: Honors Applications in Environmental Sciences (3). Prerequisites: ENT 2000 and STA 2122. This course is an intake class for the STEM entrepreneurship major. Students develop skills that support STEM credibility through an action learning platform in environmental entrepreneurship. The course presents a holistic perspective of entrepreneurship that extends beyond ideation and prototype development to value creation that drives long term enterprise success. We employ STEM skills in this course, including simple computer coding, AI prompt engineering, and inferential statistics.

ENT 2802. Entrepreneurship and Contemporary Society (3). This course explores entrepreneurship in society by understanding how innovation can lead to commerce and how commerce impacts our daily lives. Topics include the process of innovation, the nature of entrepreneurialism, the essence of Problem-Opportunity-Venture-Operations (POVO) model, the lean start-up business model, different kinds of entrepreneurship (commercial, social, scientific and artistic) and an introduction to competencies that have facilitated success in other entrepreneurs.

ENT 3001. Experiences in Entrepreneurship I (3). Prerequisite: Must be an Entrepreneurship Major. In this course, students focus on the most current thoughts, ideas, and industry practices relevant to entrepreneurship. The course provides an understanding of start-up and how to grow one's firm as well as providing a hands on experience for a variety of topics all which are relevant to the student's success as an entrepreneur.

ENT 3002. Experiences in Entrepreneurship II (3). Prerequisite: ENT 3001. In this course, students focus on the most current thought, ideas, and industry practices relevant to entrepreneurship. The course provides an understanding of their business strengths and how to grow one's firm as well as providing a hands on experience for a variety of topics, all which are relevant to the student's success as an entrepreneur.

ENT 3111. Creating Value Through Customer Acquisition (3). Prerequisite: Must be a major within the Jim Moran School of Entrepreneurship. This course builds a foundation in marketing and sales for entrepreneurs to be successful. Students focus on Marketing Strategy, the five Ps of Marketing, Creating Sales Strategy, and Tactics for Making the Sale. This course focuses on new ventures and students must understand the practical aspects of these Marketing and Sales topics.

ENT 3133. Contemporary Opportunities in Collegiate Athletic Entrepreneurship (3). This course provides students with an introduction to the ongoing trends that comprise the ever-changing landscape of sports entrepreneurship. Students learn to identify and appreciate issues and opportunities in varied facets of sports entrepreneurship.

ENT 3173. Franchising (3). This course focuses on the special role of franchising as a form of entrepreneurship in the U.S. and international economies. Topics include success rates of franchisors and franchisees, advantages and disadvantages of franchising for both franchisors and franchisees, the process of franchising a business idea, and the process of selecting and working with a franchisor.

ENT 3175. Introduction to Automotive Franchising (3). This course teaches students about the components of an automotive-dealer franchise, and it challenges them to analyze Jim Moran's core principles and apply his concepts.

ENT 3203. Managing New Venture Growth (3). Prerequisite: ENT 2000. This course addresses the management of rapidly growing entrepreneurial firms. Topics include building an infrastructure, planning stage financing, managing under adversity, and managing a business with rapid growth.

ENT 3273. Family Business (3). This course covers special issues facing entrepreneurial and family businesses: choice of organizational form, business planning, tax and compensation planning, business valuation, and succession strategies. Time is also devoted to the unique challenges often found in family business context, such as dealing with family conflicts, how to motivate and evaluate employees when a mix of family and non-members are involved, and planning for succession.

ENT 3283. Women and Minorities in New Ventures (3). This course focuses on the emergence and current impact of women- and minority-owned businesses. The course also considers special challenges and opportunities that women and minority entrepreneurs confront. Course may include discussions with successful women and minority business owners.

ENT 3414. Measuring Financial Success (3). Prerequisite: ENT 3451. This course provides students with a survey of the techniques and managerial tasks associated with developing and executing the financial reporting requirements needed for the management and financing of an entrepreneurial growth business from inception to financial scale.

ENT 3423. Funding Sources for Entrepreneurial Opportunities (3). Prerequisite: ENT 3003. This course introduces future entrepreneurs to the concept of financial thinking by utilizing tools and techniques which have been adapted for use in the realm of entrepreneurship. It is designed to inform students of various techniques of obtaining financing for new enterprises and to maximize the financial potential of their existing companies and is structured to train students in the financial management of entrepreneurial firms. As most are small growing firms, understanding finance requires an understanding of marketing, management, and planning functions of these firms.

ENT 3451. Accounting Essentials for Entrepreneurs (3). This course introduces students to the role of managerial and financial accounting within the business environment. Students learn accounting terminology, elements of financial statements, the accounting cycle and the basics of preparing and interpreting financial statements. The course covers accounting concepts applicable to service companies and merchandising businesses, and includes business cases where the concepts will be put into practice to develop critical thinking to assist in decision making.

ENT 3513. Market Solutions to Social Problems (3). Social Entrepreneurship and Environmental Social and Governance (ESG) is a movement that uses commerce to impact or solve social and/or environmental problems positively. Students learn about the world's most significant social problems, how to identify social problems (not just the symptoms), and develop a social impact company that improves the world.

ENT 3515. Principles of Social and Sustainable Enterprises (3). This course provides students with the historical context of Social Entrepreneurship and examines the increasing role of Corporate Social Responsibility as a strategy to improve products, profits, and brand equity.

ENT 3605. System Innovation by Design (3). In this course, students learn the systems innovation process and develop solutions to systemic problems in areas such as education, transportation, housing, environment, health and employment. Student teams identify relevant components of the system, recognize cause and effect relationships and feedback loops, build a systems map, and unveil levers to improve system performance.

ENT 3607. Innovation by Design (3). This course teaches methods common to human-centered innovation frameworks such as Design Thinking: empathizing, framing and reframing problems, ideating, prototyping and testing solutions. Students learn the process of developing products, services, systems and other solutions from the initial discovery of needs, to presenting a tested solution ready for deployment.

ENT 3629. Entrepreneurial Technologies (3). This course gives students the opportunity to critically assess current and emerging technologies. Students learn a defined process for efficiently and effectively coming up to speed on new technologies and how to think critically about the economic potential, societal impact, and ethical considerations of new technologies.

ENT 3941. Professional Development & Internship Prep for Entrepreneurs (3). This course examines a wide range of individual differences and competencies that are associated with an entrepreneurial mindset. Topics such as leadership, passion, confidence, and professionalism are discussed in the context of professional and career development beyond starting a new venture.

ENT 4014. Creating New Ventures I: Opportunity Recognition and Market Feasibility (3). Prerequisites: ENT 3003 and ENT 3423. This course familiarizes students with the components and purpose of the business plan. This course aids students in understanding the structure and content of a business plan, including the reasons for the organization and substance of the work. The course guides participants in preparing their own business plan.

ENT 4110. Entrepreneurship Capstone Simulation (3). Prerequisites: ENT 3111, ENT 3451, and ENT 4305. This course gives students the opportunity to run their own business in a simulated business environment.

ENT 4114. Business Plan Design (3). Prerequisites: ENT 2000 and ENT 3451. This course helps students appreciate the purposes of the business plan and its potential audience. The course also aids students in understanding the structure and content of a business plan, including the reasons for the organization and substance of the work. The course guides participants in preparing their own business plan and aids them in its critical evaluations.

ENT 4122. Go to Market Strategies (3). Prerequisite: ENT 2000. This course explores the different ways that new ventures can efficiently and effectively market and sell their products and services to customers. The course focuses on maximizing revenues in the early days of the venture while simultaneously managing costs associated with different delivery channels.

ENT 4127. Entrepreneurial Strategy (3). Prerequisite: ENT 3001 and ENT 3451. This course develops students' analytical skills by learning primary strategy concepts, tools, models, and techniques, and applying them to real-world business situations. Through this course, students develop an ability to think strategically about the choices facing an emerging, growing, or established venture, including value propositions, multifaceted decision-making, changing market patterns, competitive positioning, leadership, and entrepreneurial competencies of the organization.

ENT 4143. Entrepreneurship Consulting (3). This course provides a framework for business consulting and examines the typical phases of a consulting project, allowing students to understand the industry and major practice areas. Students focus on establishing client relationships, building analytical and professional communication skills, and utilizing industry concepts, tools, models, and techniques to solve real-world business problems.

ENT 4153. Data Science Entrepreneurship (3). In this course, students gain hands-on experience and industry information surrounding the world of computer applications and data science entrepreneurship. This modern form of entrepreneurship spans a large swath of technologies, methodologies and data sources that support a large venture creation ecosystem for entrepreneurs and other key stakeholders.

ENT 4174. Automotive Franchising and Operations (3). This course is designed to provide students with knowledge about the components of (opening) an automotive dealer franchise and the dynamics that affect automotive dealership operations.

ENT 4227. Intrapreneuring (3). The course provides the budding innovator with a picture of the innovation's architecture along with insights into what makes a great idea blossom or wither and die. The course equips students with the high-level framework and tools necessary to innovate from within, to be an intrapreneur, working within an institution or business to lead change. This course introduces the techniques and tools necessary to develop innovative ideas within these type of organizational environments.

ENT 4255. Negotiation in Entrepreneurship (3). This course is designed to expose students to the art of negotiation. The course instruction and activities prepare students for future negotiations in the small business environment. The class discusses both competitive and collaborative negotiation and how to prepare for a negotiation. Students are exposed to many successful negotiation strategies and taught how to determine which strategy meets the need of the current negotiation. The course also teaches students the importance of negotiating from a position of strength and how to determine and leverage the advantages they have.

ENT 4276. The Strategic Startup (3). Prerequisites: ENT 2000 and ENT 3513. In this course, students learn how leadership strategies for entrepreneurs are more complex than managing a 501(c)3s or established company. The foundational leadership principles are the same, but the implementation and scaling of startups require unique human and financial resources. This course helps students build and motivate high impact teams designed to build and scale complex organizations.

ENT 4305. Legal & Ethical Environments for Entrepreneurs (3). This course exposes students to the various stages of starting a business--from start-up and growth to an initial public offering--while highlighting the legal preparations and pitfalls that go along with them. Students become familiar with the essentials of leaving your job, competing with a former employer, contract law, and bankruptcy, as well as the most current issues like clean energy, e-commerce, ethics, and sustainability in the entrepreneurship environment.

ENT 4311. Intellectual Property Strategies for Entrepreneurs (3). This course provides students with an in-depth analysis of best practices and entrepreneurship applications of intellectual property strategies for commercialization of innovations. The course will prepare students to best identify what type of intellectual property is appropriate for a given innovation.

ENT 4504. Business Plan Development for Social Enterprise (3). This seminar incorporates the practical realities of business development into the classroom using the lens of entrepreneurship and modern business incubator methodology. The course helps students create a business plan and business pitch that will secure financing, mentorship, team members and investors.

ENT 4514. Measuring Social Impact (3). Prerequisite: ENT 3513. This course introduces students to an overview of various methodologies used to evaluate the social impact generated by for-profit and nonprofit entities. Students develop a clear understanding of the four methods for measuring social impact: Expected Return; Theory of Change, Mission Alignment Methods, and Experimental and Quasi-Experimental Methods.

ENT 4601r. Innovation Grand Challenge (3). Prerequisite: ENT 3607. In this course, students work in interdisciplinary teams using innovation frameworks such as Design Thinking and Systems Thinking to confront a unique grand challenge. The grand challenge is provided by a community partner and differs from semester to semester. Each team is made up of specialists with at least one member that is familiar with Design Thinking. May be repeated to a maximum of six credit hours.

ENT 4602. STEM Product Development (3). This course builds a foundational understanding of new product development specifically within the context of scientific, engineering, technology, and math (STEM) applications. This course covers interdisciplinary product development in several areas including the crossover between hardware & materials, software & algorithms, biology & chemistry, engineering & medicine and more.

ENT 4604. New Product Development (3). Prerequisite: ENT 3111. This course builds a foundation in new product development. Students create a new consumer brand including name, logo, product features, product package, labeling, recommended retail price and estimated cost of goods. Students work in product teams of 3-4 people and will pitch their new brand/product(s) at the end of the course. Students also work individually to develop a new product brief for a product line extension and a brand extension.

ENT 4622. Biomedical Innovation and Entrepreneurship (3). The course covers recent innovations in biomedicine that span from biological molecules to healthcare delivery systems followed by the study of companies that are pursuing the opportunities unveiled by the innovations. The innovations explored come from advances in molecular biology and biological, biomedical, mechanical, electronic, and software engineering.

ENT 4623. Healthcare Entrepreneurship (3). In this course, students learn core skills and knowledge focusing on healthcare entrepreneurship including understanding the healthcare insurance system and how it works, a high level overview of venture creation in the healthcare industry, highlighting of different entrepreneurial ventures in healthcare, payer systems and healthcare professional networks.

ENT 4625. Music Entrepreneurship and Venture Incubation (3). Prerequisite: ENT 3003. This course builds a foundation in music industry entrepreneurship.

ENT 4637. Podcasting 101 (3). Unlock your entrepreneurial potential in the podcasting industry with this hands-on introductory course. Students will embark on an entrepreneurial journey, learning step-by-step how to create, edit, launch, and market their very own podcast venture.

ENT 4641. STEM Entrepreneur Research Methods (3). This course provides students with experience in applying STEM research methods within entrepreneurial applications that include market, customer archetype, offering development, and other forms of venture validation experiments.

ENT 4804. The Psychology of Entrepreneurship (3). Prerequisites: STA 2023 and PSY 2012. The psychology of entrepreneurship helps students understand the successful entrepreneur from various aspects—economic, social, personal, and societal. This course covers various aspects of the psychology of entrepreneurship that mimics the broad research streams of psychology (e.g., cognitive, personality, and positive psychology among others).

ENT 4811. Entrepreneurial E-Commerce Fundamentals (3). Prerequisites: CGS 2060, CTE 3055, and ENT 3001. This course focuses primarily on the most current thought, trends, and industry tools relevant to e-commerce. Students explore the dynamic field of electronic commerce and what role it plays in an organization's "omnichannel" approach as well as leading B2B and B2C e-commerce solutions. This course gives a modern entrepreneur the base set of knowledge and tools to build an ecommerce presence.

ENT 4900r. Directed Independent Study (1-3). Course content may vary from one student to another. May be repeated to a maximum of nine credit hour; repeatable within the same term.

ENT 4934r. Special Topics in Entrepreneurship (1-3). Prerequisites: ENT 2010, ENT 2011 and ENT 3003. This course allows students to learn about special topics in entrepreneurship that are not taught as part of the regular major or certificate programs in entrepreneurship. Special topics may include: environmental entrepreneurship, managing high growth, venture and angel capital, international entrepreneurship, and creativity in opportunity recognition. This course is repeatable to a maximum of six credit hours, as topics vary.

ENT 4943. Entrepreneurship Internship (3). (S/U grade only.) Prerequisite: ENT 3941. The Jim Moran College of Entrepreneurship Internship Program is designed for students to gain real-world, hands-on, and/or remote experiences through on-the-job practice in a professional setting.

ENT 4991r. Honors in the Major (Entrepreneurship) (3). This course is for students who wish to receive honors in the major by working on an honors thesis or project. This course may be repeated for a maximum of six credit hours.

IDS 2128. The Lean Machine: The 21st Century Entrepreneur (3). This course explores entrepreneurship from antiquity to contemporary society. In particular, the course examines how contemporary entrepreneurship is undergoing a fundamental shift towards a powerful new kind of consumer called the "prosumer." Additionally this course seeks to explore how innovation and lean concepts are leading to successful commerce and how that commerce impacts culture and daily lives.

DEPARTMENT OF ENTREPRENEURSHIP

GRADUATE STUDIES

Information for Graduate Students

THE JIM MORAN COLLEGE OF ENTREPRENEURSHIP

Website: <https://jimmorancollege.fsu.edu/grad>

Dean: Susan S. Fiorito; **Associate Dean:** Eric Liguori; **Assistant Dean:** Kirsten Harrison; **Professors:** Fiorito, Kim, Liguori; **Associate Professor:** Clayton, Manchiraju, McQuerry, Santos; **Assistant Professor:** Binhote, Nam; **Teaching Faculty III:** Frazier, Bob Garner; **Teaching Faculty II:** Hand, Langston, Lewis, McNees, Parker, Tatum; **Teaching Faculty I:** Baber, Carter, Brenda Garner, Geoghagan, Griffin, Tara Hackett, Riley, Roberts, Stith; **Jim Moran Professor:** Fiorito, Liguori, Santos; **Carol Avery Professors:** Clayton, McQuerry

At The Jim Moran College of Entrepreneurship, it is our mission to inspire innovation, instill compassion, and ignite an entrepreneurial mindset in the next generation of leaders.

As a result of retaining extremely qualified and dedicated faculty members, the Jim Moran College of Entrepreneurship has attracted highly qualified students, whose spirit of enterprise and creativity is equally matched by their robust aptitudes for analytical and creative thinking. Outstanding student and faculty interaction, in conjunction with the College's exceptional program options, has created a stimulating, one-of-a-kind learning environment that prepares students for careers as future business executives and leaders.

Admission Requirements

Students apply to the Jim Moran College of Entrepreneurship graduate programs through Florida State University's Office of Admissions website at <https://admissions.fsu.edu/gradapp>. Completed applications, including all supporting documents, must be received by March 1 to be considered for early admissions and financial aid for the Fall semester. All applications must be received by July 1 for admission to the Jim Moran College of Entrepreneurship. Applicants must meet the following minimum requirements:

- 3.0 undergraduate GPA (4.0 scale) as an upper-level undergraduate.
- Two letters of recommendation from individuals who can assess the applicant's academic potential. Preferably one (1) academic reference letter and one professional letter.
- Official transcripts (in a sealed envelope) from each college and/or university attended sent to the Office of Admissions. FSU transcripts or official transcripts already on file will be obtained by the Office of Admissions.

Applicants to the MSE program with a major in Creative Arts Entrepreneurship must provide a sample portfolio of work demonstrating ability and commitment in the arts or entrepreneurship sector that they have studied or developed experience in. Applicants may choose to submit examples of one of the following:

Entrepreneurial Portfolio. Websites, investor decks, executive summaries, video presentations, commercials, or other artifacts that clearly demonstrate the value proposition and general business model of a start-up company or project that demonstrates ability and skills within the entrepreneurship and start-up industries (these examples do not need to be arts related). Limited to 5 projects. Please be clear about your specific contributions for each project.

Writing Samples (Creative Writing, Film). A writing sample composed of one of the following: a short play or screenplay, the first 15 pages of a full-length play or feature-length screenplay, a narrative short story, a feature article, or poem that exemplifies your ability to engage readers. Up to 15 pages.

Film Reel (Film). Film, Video, animation, documentary, or experimental work. Submissions must not exceed 15 minutes in length and can consist of reels, short films, and/or clips from feature films. You must be part of the original creation of the work. Please be clear about your specific contributions for each project.

Audition Reel (Music, Theatre, Dance). Video or Audio documentation of live performance or studio recordings. Submissions must not exceed 15 minutes in length and can consist of reels, audio files, film clips, plays, dance performances, or experimental performances. You must be part of the original creation of the work. Please be clear about your specific contributions for each project.

Artistic Portfolio (Art/Design). Drawings, Paintings, sculpture, costume, or set design that illustrates your creative vision and style. Limited to 10 images total. Photography that demonstrates your visual storytelling through up to 10 images.

International applicants whose native language is not English must submit an English language proficiency exam, such as the Test of English as a Foreign Language (TOEFL), the International English Language Testing System (IELTS), or the Pearson Test of English (PTE Academic), the Cambridge English Language Assessment, the Michigan Language Assessment, or Duolingo. These scores are considered official only when they are sent directly to the Office of Admissions from the testing agency and are not valid after two years.

Master of Science (MS) in Retail Entrepreneurship

The Jim Moran College of Entrepreneurship offers a Master of Science in Retail Entrepreneurship with a major in Textiles and Apparel Entrepreneurship (MS-TAE). This program enables students to gain the necessary tools to succeed in textile and apparel industries, while enhancing research and technical skills needed for new product design, development, and management. This program prepares graduates for careers in quality analysis and textile testing.

The curriculum delves into topics involving processes of innovation; testing and analysis; introduction to entrepreneurship and supply chain; manufacturing; distribution; advancement; and consumption in textile and apparel product development. The graduate degree prepares tomorrow's textile and apparel industry leaders with entrepreneurial insights through the exploration of new technologies while gaining a better understanding of the advancements in the current industry.

Degree Requirements

The MS in Retail Entrepreneurship with a major in Textiles and Apparel Entrepreneurship (MS-TAE) degree requires 30 credit hours of coursework: 18 credit hours of core courses and 12 credit hours of electives. A list of the core and elective courses can be found at <https://jimmorancollege.fsu.edu/grad>.

Students without an undergraduate major in Retail Entrepreneurship from the Jim Moran College at Florida State University, or an equivalent bachelor's degree program from an accredited university, will be required to complete undergraduate prerequisite courses before admission into the Textiles and Apparel master's program. Students without a prior undergraduate or graduate degree in an equivalent program should complete the following required foundation courses to be considered for admission:

- CTE 1410 Introduction to Textile Science (or an equivalent class) with a B- or better
- CTE 3055 Retail Computer Applications (or an equivalent class) with a B- or better

Core Curriculum

Students are required to take 18 hours of the following coursework:

CTE 5444 *Quality Assurance Assessment* (3)

CTE 5445 *Advancements in Textile Technologies* (3)

CTE 5815 *Retail Technologies* (3)

CTE 5890 *Perspectives in Retail Entrepreneurship* (3)

CTE 5911 *Research Analysis in Clothing and Textiles* (3)

ENT 5216 *Foundations of Entrepreneurship and Leadership* (3)

Elective Curriculum

Students are required to take 12 hours of elective coursework. Elective options include, but are not limited to, the following:

COA 5400 *Consumer in a Complex Marketplace* (3)

CTE 5125 *Design Thinking* (3)

CTE 5435 *Textiles for Interiors* (3)

CTE 5471 *Sustainability and Human Rights in the Business World* (3)

CTE 5906 *Directed Individual Study* (3)

CTE 5912 *Supervised Research* (3)

CTE 5935 *Special Topics*

CTE 5475 *Developing and Designing Sustainable Accessory Products* (3)

CTE 5950 *Textiles and Apparel Entrepreneurship in Florence* (3)

ENT 5608 *Product Design* (3)

ENT 5901 *Directed Independent Study in Entrepreneurship* (1-6)

ENT 5942 *Graduate Entrepreneurship Internship* (1-6)

Master of Science (MS) in Entrepreneurship

The Jim Moran College of Entrepreneurship welcomes a second new Master of Science degree in Entrepreneurship (MSE). This program offers four majors – Hospitality Entrepreneurship, Product Development, Social and Sustainable Enterprises and Creative Arts Entrepreneurship. The Hospitality Entrepreneurship major, the Social and Sustainable Enterprises major and the Creative Arts Entrepreneurship major will be offered completely online, while the Product Development major is offered as a full-time program on FSU's main Tallahassee campus. All programs offer optional seven-to-nine-day study-abroad opportunities, which are listed below within the curriculum.

The online Hospitality Entrepreneurship major in the MSE program focused on entrepreneurial endeavors in hospitality—opening, building, or innovating new hospitality enterprises. The program heavily relies on the acquisition and application of skills in real-world entrepreneurial hospitality enterprises. This degree provides advanced online education to allow graduates to pursue careers in a variety of corporate, government, and/or academic professions.

The Product Development Entrepreneurship major prepares individuals who want to work in any private or public company by advancing their knowledge and skills in product design and development. The core curriculum of the proposed program includes topics in financial literacy and accounting; strategy; and ethics in management. The classes offered in the product development major allow us to provide students with hands-on experience in innovation and commercialization, further developing their abilities to implement their education from the MSE program in today's highly competitive and lucrative fields of entrepreneurship.

The online Social and Sustainable Enterprises major prepares students to help companies meet the today's demands without jeopardizing future generations. Throughout this online program, students are taught by Environmental, Social, and Governance (ESG) leaders and industry professionals to create, manage, and lead social and sustainable enterprises.

The online Master of Science in Entrepreneurship (MSE) with a major in Creative Arts Entrepreneurship offers students an opportunity to develop entrepreneurial skills that complement their specific area of professional practice. It is designed for those who already possess professional experience and a solid foundation in the disciplines of motion picture arts, music, visual and performing arts and/or creative writing.

Degree Requirements

The MS in Entrepreneurship (MSE) degree requires 30 credit hours of coursework, with nine hours of shared core courses between all majors. A list of the degree program requirements can be found at <https://jimmorancollege.fsu.edu/grad>.

Core Courses for all MSE Majors

The current core curriculum (nine credit hours) required to be taken by all MSE students.

ENT 5128 Strategy Formulation (3)

ENT 5216 Foundations in Entrepreneurship and Leadership (3)

ENT 5417 Accounting and Finance for Entrepreneurs (3)

Major Courses for Product Development

All MSE Product Development students are required to take the following major curriculum (21 credit hours):

ENT 5225 Human Resource Management for Entrepreneurs (3)

ENT 5606 Product Development Analytics (3)

ENT 5608 Product Design (3)

ENT 5936 Product Development Colloquium (3)

ENT 5246 Promotional and Pricing Implementation (3)

ENT 5609 Prototyping (3).

Major Courses for Hospitality Entrepreneurship

All MSE Hospitality Entrepreneurship students are required to take the following 15 major curriculum hours plus six credit hours of elective curriculum:

HMG 5229 Hospitality Management Ethics (3)

HMG 5258 Innovative Practices in Lodging Management (3)

HMG 5697 Legal Environment of Hospitality & Tourism Operations (3)

HMG 5930 Hospitality Colloquium (3)

HMG 5501 Hospitality Marketing Strategy (3)

Major Courses for Social and Sustainable Enterprises

All MSE Social and Sustainable Enterprise students are required to take the following 12 major curriculum hours plus nine credit hours of elective curriculum:

ENT 5806 Sustainable Value Chains in a Net Zero Carbon World (3)

ENT 5634 Systems Thinking: Solving Wicked Problems (3)

ENT 5805 Leveraging Technology to Achieve Social and Sustainability Goals (3)

ENT 5516 Measuring ESG Impact (3)

Major Courses for Creative Arts Entrepreneurship

All MSE Creative Arts Entrepreneurship students are required to take the following 15 major curriculum hours plus 6-9 hours of Specialization, Incubation and Acceleration.

ENT 5619 Entrepreneurship as an Art-form & Professional Artist's Practice

ENT 5303 Arts & Entertainment Law

MUS 5XXX Modern Marketing of the Arts

ART 5XXX History of Innovation, Technology and Societal Dynamics in the Arts

FIL 5XXX Storytelling & Cross-Discipline Collaboration

Specialization, Incubation and Acceleration

ENT 5XXX Venture Colloquium

ENT 5XXX Applied Venture- Incubation & Acceleration

Elective Curriculum

Students in the MSE Product Development program are required to take three hours of elective coursework. Students in the MSE Hospitality Entrepreneurship program are required to take six hours of elective coursework. Students in the MSE Social and Sustainable Enterprises program are required to take nine hours of elective coursework. Elective options include the following, but are not limited to:

COA 5400 Consumers in a Complex Marketplace (3)

CTE 5125 Design Thinking (3)

CTE 5435 Textiles for Interiors (3)

CTE 5471 Sustainability and Human Rights in the Business World (3)

CTE 5475 Developing and Designing Sustainable Accessory Products (3)

ENT 5930 Special Topics in Entrepreneurship (3)

ENT 5942 Graduate Entrepreneurship Internship (3)

ENT 5XXX Corporate Sustainability (3)

ENT 5228 Corporate Intrapreneur

ENT 5517 Raising ESG and Impact Capital Strategies (3)

ENT 5312 Intellectual Property for Entrepreneurs (3)

HMG 5229 Management Ethics (3)

HMG 5258 Innovative Practices in Lodging Management (3)

HMG 5465 Hospitality Financial Management (3)

HMG 5466 Hospitality Revenue Management (3)

HMG 5655 Franchising & Management Agreements (3)

HMG 5697 Legal Environment of Hospitality and Tourism Operations (3)

HMG 5944 Graduate Hospitality Internship (3)

HMG 5937 Special Topics in Hospitality Management (3)

International Experience

An international program (IP) experience is highly encouraged. These opportunities are available throughout the year and will be part of a course curriculum.

- IP Course in Florence, Entrepreneurial Lodging IP Course in Panama, Supply Chain
- IP Course in Valencia, Hospitality Management
- IP Course in Florence, Textiles and Apparel

Graduate Certificate in Entrepreneurship

Obtaining a graduate certificate in Entrepreneurship develops a student's ability to analyze industry-specific issues from a global perspective, foster critical thinking, and enhance the tangible and intangible skills needed for today's highly competitive, yet lucrative field of entrepreneurship. The graduate certificate in Entrepreneurship will offer students case-study learning while providing opportunities for innovative, hands-on application. Students will take introductory graduate courses in entrepreneurship and leadership and then specialized courses within the current, existing graduate programs. Courses are designed and kept relevant through input from the college's full-time faculty and approximately 30 Entrepreneurs-in-Residence (EIR) employed in other academic units across FSU's campus. The linchpin and focal point of this action is the creation of an interdisciplinary entrepreneurship curriculum.

Students from all academic disciplines are encouraged to pursue this graduate certificate so they may expand their knowledge in their chosen field by tying it to an entrepreneurial career. In doing so, students are enabled to pursue their passion while they create a successful entrepreneurial venture around a chosen field.

Admission Requirements

Students are encouraged to apply to the certificate program before taking any program courses; however, students may complete an application prior to the completion of the second course counted towards this certificate program.

Students must be admitted to Florida State University as either a non-degree seeking graduate student, or a current FSU student enrolled in a graduate program. Students currently enrolled in a graduate degree program at FSU must have a 3.0 grade-point average (GPA) in their graduate coursework.

In addition to applying to the university, students must submit a separate application to the Jim Moran College of Entrepreneurship Graduate Certificate program in Entrepreneurship prior to completing the second certificate course. The certificate application is available at <https://jimmorancollege.fsu.edu/entrepreneurship-certificate>.

Program Requirements

Core Curriculum

The current core curriculum (6 credit hours) is required to be taken by all Entrepreneurship graduate certificate students:

ENT 5216 Foundations in Entrepreneurship and Leadership (3)

ENT 5417 Accounting and Finance for Entrepreneurs (3)

Elective Curriculum

Entrepreneurship graduate certificate students must take at least 6 hours of elective coursework. Elective options are listed on our website and on the program application.

Taking Courses Pass/Fail

The only courses offered by the entrepreneurship departments that may be taken on a satisfactory/unsatisfactory (S/U) basis are those courses restricted to S/U grades only.

Definition of Prefixes

COA—Consumer Affairs

CTE—Clothing and Textiles

ENT—Entrepreneurship

HMG—Hospitality Management: Graduate

Graduate Courses

COA 5400. Consumers in a Complex Marketplace (3). This course examines consumer behavior, which encompasses all activities related to purchase, use, and disposal of goods and services, including the consumer's emotional, mental, and behavioral responses that precede or follow these activities. This course covers diverse topics from various disciplines to understand the "enigmatic" consumer and the marketplace behavior they engage in.

CTE 5125. Design Thinking (3). In this course, students are introduced to design thinking, problem seeking ideation techniques and strategies, creative intelligence, and methodologies embedded in the design thinking process. The course empowers individuals to strategize, plan, and solve complex problems across a multitude of situations and venues.

CTE 5435. Textile for Interiors (3). This course addresses the selection, cost, expected performance, and care of textiles used in residential and commercial interiors.

CTE 5444. Quality Assurance Assessment (3). This course explores assessment of quality performance parameters for specific textile product end-uses based on standard test methods, government regulations, and certification requirements.

CTE 5445. Textile Technologies (3). This course surveys and investigates novel textile technologies at the fiber, yarn, fabric, finish, manufacturing, and testing levels for specific industry end use and product performance applications.

CTE 5471. Sustainability and Human Rights in the Business World (3). This course provides an overview of social responsibility, human rights, and sustainability, and it identifies strategies and frameworks to apply to socially-responsible and sustainable business. This course also explores the roles of the consumer, corporation, and government and non-governmental organizations.

CTE 5475. Developing and Designing Sustainable Accessory Products (3). This course explores sustainable design practices in products of the fashion industry. Students create accessory products from recycled materials or renewable resources and consider aspects of trend, design, processes, and material selections that are incorporated into a sustainability framework of environmental impact, social responsibility, animal welfare, impact on artisan, and waste materials.

CTE 5815r. Retail Technologies (3). This course pursues an in depth study of the principal retail technologies and systems currently being developed and used across the country. May be repeated once as course content changes, with permission from the instructor.

CTE 5816. Merchandising Organization (3). Prerequisites: CTE 4822 and MAR 3023, or their equivalents. This course formulates an understanding and synthesis of knowledge concerning retail outlets for fashion merchandising emphasizing organizational structure and operational methods.

CTE 5828. Merchandising Buying (3). Prerequisites: CTE 4822 and MAR 3023, or their equivalents. This course examines how merchandising management is defined by identifying the techniques and theories of retail buying with emphasis on the buyer's retail management role.

CTE 5834. Merchandising Theory and Research (3). Prerequisite: Merchandising or retailing coursework. This course focuses on the theories utilized in merchandising, including evaluating the use of these theories in current research.

CTE 5890. Perspectives in Retail Entrepreneurship (3). This course summarizes and highlights a range of theoretical and empirical perspectives on retail entrepreneurship and provides students with an opportunity to actively engage with faculty members during presentations, discussions and reaction papers on a variety of topics, uniquely specific to each faculty member's area of research and/or expertise.

CTE 5906r. Directed Individual Study (1-3).

CTE 5911. Research Analysis in Clothing and Textiles (3). This course is an analysis and interpretation of research in textiles and consumer sciences. Principles of quantitative and qualitative research; methodologies used in survey, experimental, and historical research. Emphasis is placed on theory development, and research design.

CTE 5912r. Supervised Research (1-3). (S/U grade only.)

CTE 5930r. Clothing and Textiles Seminar (1). This course explores current research in textiles and consumer sciences.

CTE 5935r. Special Topics (1-6). This course dives into current issues and practices in retail and entrepreneurship, specifically within the textile and apparel industry. Topics vary. May be repeated to a maximum of nine credit hours; repeatable within the same term.

CTE 5950. Textiles and Apparel Entrepreneurship in Florence (3). Students discover the influence of heritage and innovation on entrepreneurship, fashion, health and wellness. Students explore and learn about textile design/manufacturing/testing, quality assurance, and product innovation in a global marketplace.

CTE 6436. Product Innovation and Management (3). This course explores the process of new products management in the global market with a focus on strategic elements of product development such as the new products process, the product innovation charter, and the new product portfolio.

CTE 6936r. Special Topics in Clothing/Textiles/Merchandising (1-6). Advanced study of selected topics in textiles, merchandising, or apparel product development with emphasis on problem analysis and resolution. May be repeated when topics vary.

CTE 6980r. Dissertation (1-24). (S/U grade only.) Prerequisite: Admission to doctoral candidacy.

CTE 8964r. Preliminary Doctoral Examination (0). (P/F grade only.)

CTE 8985r. Dissertation Defense (0). (P/F grade only.)

ENT 5128. Strategy Formulation (3). This course provides the opportunity to experience a real-world business environment where opportunities, challenges, and critical decision-making are addressed through analytical, innovative, and capable enterprise business planning.

ENT 5146. Entrepreneurship Consulting (3). This course provides a framework for business consulting and examines the typical phases of a consulting project, allowing students to understand the industry and major practice areas. Students focus on establishing client relationships, building analytical and professional communication skills, and utilizing industry concepts, tools, models, and techniques to solve real-world business problems.

ENT 5216. Foundations of Entrepreneurship and Leadership (3). In this course, students develop an understanding of the foundations of entrepreneurial behavior, by providing a broad survey of entrepreneurship and leadership topics. Students are exposed to different types of entrepreneurship, and the course covers an array of topics that span from idea generation through venture formation, financing, scaling, and leading the entrepreneurial venture.

ENT 5225. HR Management for Entrepreneurs (3). This course provides students with comprehensive knowledge of issues facing the entrepreneurs as they impact the employer-employee relationship, and in turn, the overall success of the enterprise.

ENT 5228. The Corporate Intrapreneur: Moving the Needle in ESG and Sustainability (3). This course requires students to apply key themes to build skills and attributes necessary to obtain, maintain, and thrive in an ESG/sustainability role, as those who work in a corporate ESG/sustainability role must embody an "intrapreneur"—an internal entrepreneur—one who works within a larger corporation to employ a strategy that is untested, new, innovative and/or evolving.

ENT 5246. Promotional & Pricing Implementation (3). The objective of this course is to master the marketing elements of promotion and pricing. Students focus on the areas of brand story, promotional planning, ad creation, promotional execution, product positioning, price setting, forecasting sales, and evaluating competitive tactics around promotion and pricing.

ENT 5303. Entertainment Law for Entrepreneurs (3). This course provides students with an in-depth analysis of best practices and ongoing trends that comprise the ever-changing landscape of entertainment law. The course prepares students to identify and resolve legal issues in varied facets of entertainment law. Additionally, students gain an understanding of how legal concerns impact the many different areas of the entertainment world.

ENT 5312. Intellectual Property Strategies for Entrepreneurs (3). This course provides students with an in-depth analysis of best practices and entrepreneurship applications of intellectual property strategies for the commercialization of innovations and new ventures.

ENT 5417. Accounting and Finance for Entrepreneurs (3). This course provides an overview of accounting and finance concepts that are necessary for entrepreneurs. Specifically, the course covers the fundamentals of accounting and finance, analyses, and interpretations of financial statements, forecasting and budgeting for business planning, control and decision making, starting new businesses, and business valuation methods.

ENT 5516. Measuring Environmental, Social, and Governance Impact (3). This course examines the role of Environmental, Social, Governance (ESG) and Corporate Social Responsibility (CSR) as a strategy to improve products, profits, and brand equity. Students examine numerous corporate initiatives that attempt to address these challenges as well as how they are being evaluated in the public eye.

ENT 5517. Raising ESG & Impact Capital (3). This course provides students with the understanding and skills necessary to raise capital for sustainable ventures and finance Environmental, Social and Governance (ESG) projects. It is intended for both intrapreneurs (students seeking opportunities in sustainability at the corporate level) and entrepreneurs (students seeking to launch their own venture or join a social enterprise).

ENT 5606. Product Development Analytics (3). The course spans the product development topics of competitive advantage, market, customer analytics, business process, financial sustainability, people and supply chain analytics.

ENT 5608. Product Design (3). In this course, students master the elements of product design, including a brand name, logo, tag line, product/service features, product packaging, recommended retail price and estimated cost of goods.

ENT 5609. Prototyping (3). This course provides students with an in-depth survey and analysis of best practices, industry standard tools, and entrepreneurship applications of prototyping for commercialization of new offerings.

ENT 5616. How Innovators Architect (3). Becoming an Innovation Architect requires mastering the art of seeing the unseen and acquiring skills to do the undoable. By cultivating the mindset of an Innovation Architect through blending art and science, students find the "sweet spot," being just a little bit ahead of right now. This course empowers students to innovate both as entrepreneurs and intrapreneurs, finding the moment to incite change.

ENT 5619. Entrepreneurship as an Art-form and the Professional Artist's Practice (3). This course builds a deep foundation in the understanding of the entrepreneurial process and mindset as it is applied to professionals working in the creative arts industries. Students are guided through the "artistic" process of entrepreneurial disciplines of causation, articulation, proliferation, and obligation.

ENT 5627. Healthcare Innovation and Medical Entrepreneurship (3). This course provides training in the leadership of innovation in patient care delivery. The course allows students to develop and deploy patient-centered solutions that create value by improving both quality and efficiency in their systems and communities.

ENT 5634. Systems Thinking: Solving Wicked Problems (3). This course assesses system behaviors by examining the entire system -- including human, political, community, resource, environmental, and social processes -- to get a holistic view into how organizations and individuals often look at the world, assess problems, and design solutions.

ENT 5805. Leveraging Technology to Achieve Social and Sustainability Goals (3). This course aims to understand the social and sustainability goals with environmental, social, and economic perspectives, including corporate social responsibility (CSR) and technologies in social entrepreneurship.

ENT 5806. Sustainable Value Chains in a Net Zero Carbon World (3). This course focuses on sustainability of supply chains through the lens of these climate change drivers. The course focuses on the food and agriculture industry as a microcosm for the decarbonization of supply chains. Students learn Life Cycle Analyses through their subset Carbon Footprint of Products.

ENT 5901r. Directed Independent Study in Entrepreneurship (1-6).

ENT 5930r. Special Topics in Entrepreneurship (1-9). This course allows students to learn about special topics in entrepreneurship that are not taught as part of the regular graduate program or majors in entrepreneurship. Special topics may include environmental entrepreneurship, social and sustainable entrepreneurship, managing high growth and legal risks, venture and angel capital, international entrepreneurship, and product design and development. This course is repeatable to a maximum of nine credit hours; repeatable within the same term.

ENT 5931. Creative Arts Entrepreneurship Colloquium (3). This course provides a common intellectual experience for new masters students in Creative Arts Entrepreneurship, while also introducing students to the research, creative, and professional opportunities within the realm of Creative Arts. By observing and interacting with presenters, students foster relationships, stay updated with evolving artistic trends, and expand their network.

ENT 5936. Product Development Colloquium (3). This course provides a common intellectual experience for new master's students, while also introducing students to the research, creative, and professional opportunities within the corporate and new venture product development industries. Distinguished faculty and industry professionals give presentations on topics that are of broad interest within the discipline, while classroom discussion and reflections enrich students' experience.

ENT 5942r. Graduate Entrepreneurship Internship (1-6). (S/U grade only.) The Jim Moran College Graduate Internship Program is designed for graduate students who desire to gain real world experience in their respective field through on-the-job-practice. Students work under the direction of an approved industry professional and the Jim Moran College Internship Coordinator.

ENT 5952r. Discovering the Global Influence of Entrepreneurship and Hospitality (1). These one-hour study abroad courses are typically nine days long with seven days being on-the-ground in the respective countries. Each country visit offers unique opportunities that will expose graduate students to the country's culture, people, lifestyles, industries, and small businesses that make that city and country an important place to visit and study.

HMG 5229. Hospitality Management Ethics (3). This course develops the skills needed for the analysis and development of interpersonal management skills, focusing on: leadership, ethics, employee and guest relations, and team building.

HMG 5258. Innovative Practices in Lodging Management (3). This course presents lodging operations and management from an integrated viewpoint with a focus on entrepreneurship. The course integrates operations, marketing, strategy, consumer behavior, and human resources. The course also addresses the concept of entrepreneurship in the lodging sector. This course helps students understand and apply hospitality and entrepreneurship theory in a hotel context.

HMG 5655. Franchising and Management Agreements (3). This course provides an overview of franchising agreements and management agreements focusing on the ownership structure in the hospitality industry. The course covers the principles of franchise and management agreements, and introduces franchising opportunities in the hotel and restaurant industries.

HMG 5930. Hospitality Colloquium (3). This course provides a common intellectual experience for new master's students, while also introducing students to the research, creative, and professional opportunities within the hospitality industry. Distinguished faculty and industry professionals give presentations on topics that are of broad interest within the discipline, while classroom discussion and reflections enrich students' experience.

HMG 5944r. Graduate Internship (1-6). (S/U grade only.) The purpose of this course is to offer students an opportunity for on-the-job management experience under the direction of an approved industry professional and a faculty coordinator.