

## ***ENTREPRENEURSHIP AND SOCIAL ENTERPRISE (ESE)***

(Interdisciplinary Minor)

**Director**, Elizabeth Gatewood

The Wake Forest Program for Entrepreneurship and the Liberal Arts offers an interdisciplinary Minor in Entrepreneurship and Social Enterprise. Through this minor, students are encouraged to take advantage of their knowledge, creative skills, and resources to identify and pursue opportunities, initiate change, and create value in their lives and the lives of others. A minor in Entrepreneurship and Social Enterprise coupled with any major within the College or the Calloway school is designed to enable students to maximize their involvement in the local community and society.

A total of eighteen hours is required for the minor: six hours of entry level courses (ESE 100 and ESE 101(BUS 113) or BUS 213), three hours of internship or independent study credit (ESE 350, ESE 391) and nine hours selected from relevant courses across the curriculum (see below). Course plans will be made in consultation with the director of the minor. A student may fulfill six of their nine elective hours by taking the Calloway Summer Management Program (BUS 295).

### **Required Courses for Entrepreneurship and Social Enterprise**

**100. Creativity and Innovation.** (3h) Interactive seminar introduces students to writings from various disciplines that elucidate the nature and function of creativity and the conditions that stimulate it. Students engage in dynamic creative processes and projects in order to develop a critical creativity. Includes writing and design assignments and group projects. Discussions include consciousness, receptivity, risk, ethics, personal mastery, and social responsiveness with the express objective of fostering creative potential in all aspects of work and life.

**101. Foundations of Entrepreneurship.** (3h) Addresses the challenges of creating and sustaining organizations in today's global environment. Provides an overview of the role and importance of entrepreneurship in the global economy and in society. Examines how individuals use entrepreneurial skills to craft innovative responses to societal needs. Also listed as BUS 113.

**350. Internships in Entrepreneurial Studies.** (3h) Offers students the opportunity to apply knowledge in an entrepreneurial for-profit or not-for-profit environment. Requirements will include a course journal and comprehensive report that showcase the student's specific achievements and analyze the quality of the experience. P-POI

**391. Independent Study in Entrepreneurship.** (3h) An independent project involving entrepreneurship or social enterprise carried out under the supervision of the faculty member. P-POI

### **Electives for Entrepreneurship and Social Enterprise**

Additional elective courses may have been approved since publication of the Bulletin. The program director maintains a complete list of all approved elective courses. For the following course descriptions, see the relevant department's listings in the Bulletin.

#### **ESE 201. Free Trade, Fair Trade: Independent Entrepreneurs in the Global Market.** (3h)

Field-based seminar compares the barriers to market participation experienced by independent entrepreneurs cross-culturally. Free trade policies are contrasted with fair trade practices, to determine why so many independent producers have trouble succeeding in a globalizing world. Also listed as ANT 301. (CD)

#### **ESE 202. Building a Better Biology Textbook: The Accessible Textbook Project.** (3h)

Hands-on project requiring the skills of juniors and seniors from multiple disciplines. Participants assist in developing a prototype for an introductory biology textbook. Collaborative teams conduct preliminary market research, design the book format, develop a set of authoring tools, write the content of one prototype chapter, and assess the instructional effectiveness of their final product. P-POI.

### **THOUGHT AND BEHAVIOR**

BIO	396. Biomedical Ethics. (3h)
COM	305. Communication and Ethics. (3h)
ECN	268. Morals and Markets. (3h)
HON	240. Adventures in Self-Understanding. (3h)
HMN	290. Innovation and Inclusivity. (3h)
PHI	121. Logic. (3h)
	161. Medical Ethics. (3h)

162. Ethics and Public Policy. (3h)  
 261. Ethics. (3h)  
 PSY 260. Social Psychology. (3h)  
 268. Industrial/Organizational Psychology. (3h)

**LEADERSHIP AND ENGAGING THE WORLD**

- ANT 342. Applied Anthropology. (3h)  
 BUS 265. Ethics and Business Leadership. (3h)  
 COM 110. Public Speaking. (3h)  
 113. Interpersonal Communication. (3h)  
 114. Group Communication. (3h)  
 315. Communication and Technology. (3h)  
 EDU 281. Public Life and the Liberal Arts. (3h)  
 358. Studies in Contemporary Leadership. (3h)  
 396. Education in Business and Industry. (3h)  
 ENV 201. Environmental Issues. (3h)  
 FRH 221. Introduction to Translation. (3h)  
 329. Introduction to Business French. (3h)  
 GER 229. German for Business and Economics. (3h)  
 HMN 245. Interdisciplinary Seminar in Critical Thinking. (1.5)  
 HST 349. American Foundations. (3h)  
 350. Global Economic History. (3h)  
 380. America at Work. (3h)  
 INS 160. Introduction to Global Trade and Commerce Studies. (3h)  
 363. Global Capitalism. (3h)  
 LIN 383. Language Engineering: Localization and Terminology. (3h)  
 POL 212. U.S. Policymaking in the Twenty-first Century. (3h)  
 238. Comparative Economic Development and Political Change. (3h)  
 REL 332. Religion and Public Life. (3h)  
 RUS 290. The Language of Russian Commerce and Politics. (3h)  
 SOC 308. Sociology of Art. (3h)  
 363. Global Capitalism. (3h)  
 362. Work, Conflict, and Changes. (3h)  
 SPA 329. Introduction to Spanish for Business. (3h)  
 381. Spanish Translation. (3h)  
 382. Spanish/English Interpreting. (3h)

**ENTREPRENEURIAL PROCESS**

- ACC 111. Introductory Financial Accounting. (3h)  
 ANT 305. Museum Anthropology. (4h)  
 ART 215. Public Art. (3h)  
 297. Management in the Visual Arts. (3h)  
 BUS 100. Calloway Requisite Integrated Study Program. (1.5h)  
 211. Organizational Theory and Behavior. (3h)  
 216. Management in the Nonprofit and Public Sectors. (3h)  
 217. Change Management. (3h)  
 221. Principles of Marketing. (3h)  
 261. Legal Environment of Business. (3h)  
 COM 102. Debate and Advocacy. (3h)  
 117. Writing for Public Relations and Advertising. (1.5h, 3h)  
 140. Information and Disinformation on the Internet. (1.5)  
 212. Introduction to Production and Theory (3h)  
 220. Empirical Research in Communication (3h)  
 245. Introduction to Mass Communication. (3h)  
 316. Screenwriting (3h)  
 335. Survey of Organizational Communication (3h)  
 336. Organizational Rhetoric (3h)  
 337. Rhetoric of Institutions (3h)  
 350. Intercultural Communication (3h)  
 353. Persuasion (3h)  
 ECN 150. Introduction to Economics. (3h)  
 205. Intermediate Microeconomics I. (3h)

	219. Decision Analysis. (3h)
ENG	398. Advanced Fiction Writing. (3h)
HST	361. Economic History of the United States. (3h)
JOU	286. Writing for Public Relations and Advertising. (1.5h, 3h)
POL	239. State, Economy, and International Competitiveness. (3h)
PSY	310. Methods in Psychological Research (3h)
THE	259. Theatre Management: Principles and Practices. (3h)

### EXAMPLE Minors

1. A Religion major interested in social entrepreneurship might choose the following courses to complete the minor:

- ESE 100. Creativity and Innovation (3hrs)
- ESE 101. Foundations of Entrepreneurship (3hrs)
- ESE 350. Internships in Entrepreneurial Studies (3hrs)  
The student might choose to do an intensive internship with Habitat for Humanity getting hands on experience with how non-profit organizations are designed and run.
- ESE 201. Free Trade, Fair Trade: Independent Entrepreneurs in the Global Market (if interested in global markets) or BUS 216 Management in the Nonprofit and Public Sectors (if interested in domestic market) (3hrs)
- REL 323. Religion and Public Life (3hrs)
- COM 102. Debate and Advocacy (3hrs)

2. A computer science major with an interest in starting an internet company might choose the following courses to complete the minor:

- ESE 100. Creativity and Innovation (3hrs)
- BUS 213. Entrepreneurship (3hrs)
- ESE 391. Independent Study in Entrepreneurship (3hrs)  
The student might choose to do an independent study exploring the successes and failures of internet enterprise.
- BUS 271. Strategic Management in Entrepreneurial Firms (3hrs)
- COM 117. Writing for Public Relations and Advertising or COM 140 Information and Disinformation on the Internet (3hrs)
- INS 160. Introduction to Global Trade and Commerce Studies (3hrs)

3. A biology major with an interest in biotechnology might choose the following courses to complete the minor:

- ESE 100. Creativity and Innovation (3hrs)
- BUS 213. Entrepreneurship (3hrs)
- ESE 391. Independent Study in Entrepreneurship (3hrs)  
The student might choose to explore the techniques of biotechnology with a faculty member in biology, physics or chemistry.
- BIO 301E. The Business of Biotechnology (3hrs)
- CSC 385EX. Bioinformatics (1hr)
- Calloway Summer Management Program (6hrs)

4. An economics major interested in economic development issues in developing countries might choose the following courses to complete the minor.

- ESE 100. Creativity and Innovation (3hrs)
- BUS 113. Foundations of Entrepreneurship (3hrs)
- ESE 391. Independent Study in Entrepreneurship (3hrs)  
The student might choose to explore successful models for economic development in developing countries.
- ECN 150. Introduction to Economics (3hrs)
- ECN 205. Intermediate Microeconomics I (3hrs)
- POL 239. State, Economy, and International Competitiveness (3hrs)

5. A theatre major contemplating starting an innovative acting company might choose the following courses to complete the minor.

ESE 100. Creativity and Innovation (3hrs)

BUS 213. Entrepreneurship (3hrs)

ESE 350. Internship in Entrepreneurial Studies (3hrs)

The student might choose to spend a summer working with the management of the Spoleto Festival in Charleston.

ART 215. Public Art (3hrs)

THE 259. Theatre Management: Principles and Practices (3hrs)

HMN 290. Innovation and Inclusivity (3hrs)