

# Transformative Entrepreneurship Minor

As a career-orient liberal arts college, McPherson College integrates the entrepreneurial spirit and mindset throughout its curriculum. Students who want to more intentionally develop their own entrepreneurial skills and through processes can complete the minor in Transformative Entrepreneurship.

The Transformative Entrepreneurship minor helps students better understand the risks and processes involved in beginning an entrepreneurial venture. McPherson College's minor is transformative in the sense that students who engage in future entrepreneurial ventures will make an impact and transform the world in some way.

McPherson College faculty have defined entrepreneurship as follows:

*Entrepreneurship is the creative process of developing sustainable, innovative ventures that solve problems and meet the needs of the greater community. Balancing opportunity and risk, the entrepreneur manages resources and constructs solutions that benefit both self and society.*  
(Approved by faculty 2/3/11)

Transformative Entrepreneurship at McPherson College has a strong liberal arts emphasis. Students take three core courses specific to entrepreneurship and three courses from across at least two divisions that will enhance their knowledge and/or skill in entrepreneurial endeavors.

- Students who complete a minor in transformative entrepreneurship will be able to:
- Articulate the definition of transformative entrepreneurship
- Articulate the roles that entrepreneurs have played in history
- Identify and analyze opportunities and their related risks
- Demonstrate creative processes required to develop entrepreneurial ventures
- Determine their talents and role in effective teamwork
- Demonstrate skill in project management and resource utilization
- Demonstrate the process of resource acquisition through networking
- Illustrate the interplay of economics and social change
- Illustrate responsibility to a greater society

## Transformative Entrepreneurship Curriculum

To complete the minor, students will complete the following three courses:

- ET101 Creativity and Innovation for Transformation – 3 credit hours
- G-ET201 Entrepreneurship on the Horizon – 3 credit hours
- ET301/BA235 The Entrepreneur at Work – 3 credit hours

Additionally, students will select nine hours from the following courses. Students may choose one class from within her/his major coursework area. One class must be selected from outside the division where her/his major is housed.

### Humanities

- AR230 Graphic Design I
- AR340 Web-based Design
- CM130 Interpersonal Communication
- CM135 Journalism
- CM140 Public Speaking
- CM210 Multimedia Storytelling
- CM218 Bus. & Prof. Communication
- G-CM221 Intercultural Communication
- CM310 Public Relations
- CM325 Conflict Communication
- CM330 Persuasion
- EN313 Adv. Expository Writing
- PA215 Sem & Practica in Perf. & Prod.
- G-PR104 Ethics
- PR304 Brethren Hist. & Tht.
- PA215 Sem & Practica in Perf. & Prod.

### Science & Technology

- NS415 Environmental Ethics
- TE301 Materials and Processes
- G-TE333 Technology & Society

### Social Sciences

- BI325 Human Ecology
- PY405 Personality Theories
- SO206 Social Problems
- SO260 Intro. to Human Services

## **Transformative Entrepreneurship Course Descriptions**

### **ET101 Creativity & Innovation for Transformation**

*3 hours*

Interactive seminar introduces students to readings and processes from various disciplines that elucidate the interdisciplinary nature of creativity and enable students to create conditions that stimulate it. Projects and assignments are designed to encourage a “critical creativity” that challenges participants through inquiry, multi-faceted exploration and strategic development. Topics examined through writing and design assignments, group projects, and discussions include consciousness, receptivity, risk, ethics, self agency, and social engagement with the express objective of fostering creative potential and its application in all areas of experience.

### **G-ET201 Entrepreneurship on the Horizon**

*3 hours*

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.

### **ET301 The Entrepreneur at Work**

*3 hours*

Explores the process of managing and growing the entrepreneurial venture. The course is designed to provide exposure to topics critical to the success of the venture in startup and early growth: business planning; growth management and strategic planning; marketing and financial strategies; exit strategies; and different modes of venturing, such as franchising, venture acquisition, and technology licensing.