

# ENTREPRENEURSHIP AND EMERGING ENTERPRISES, BS

## Contact

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The major theme of the Martin J. Whitman School of Management is entrepreneurial management. Entrepreneurial management is defined as the ability to envision and create new business ventures whether in a startup situation or within a mature organization; the ability to identify new opportunities; and the ability to grow and renew existing businesses (including nonprofit organizations) in a healthy, productive manner. Entrepreneurs and entrepreneurial managers must deal with numerous challenges and opportunities including managing proficiently in rapidly growing global markets. These exciting challenges require new ways of thinking, creating, and managing. They also require personal courage and risk-taking.

Graduates of the EEE program are particularly well-suited for the growing opportunities found in both small and large organizations requiring entrepreneurial skills. A primary educational mission of the EEE program is to help students recognize and capitalize on their own entrepreneurial potential.

## Student Learning Outcomes

In addition to the comprehensive learning outcomes listed in the Whitman School's Undergraduate Education description, students in this major are expected to achieve the following additional learning outcomes:

1. Evaluate an entrepreneurial business opportunity
2. Describe key entrepreneurial challenges, such as finance, marketing and growth

## Major Requirements

Students majoring in entrepreneurship and emerging enterprises must take the following courses (credits in parentheses):

Code	Title	Credits
<b>Sophomore or Junior Year</b>		
EEE 370	Introduction to Entrepreneurship and Emerging Enterprises	3
<b>Junior and Senior Year</b>		
Major electives		12
Business elective		3
Major electives are chosen from the following:		
EEE 375	Entrepreneurial Family Business Management	
EEE 378	Imagination, Entrepreneurship and Creative Problem Solving	
EEE 482	Entrepreneurial Marketing	
EEE 400	Selected Topics	
EEE 420	Corporate Entrepreneurship	
EEE 424	Entrepreneurial Deal Making	
EEE 422	Entrepreneurial Turnarounds	
EEE 440	Social Entrepreneurship in Action	

EEE 442	Emerging Enterprise Law
EEE 443	Emerging Enterprise Consulting
EEE 444	Dilemmas and Debates in Entrepreneurship
EEE 446	Diversity and Entrepreneurial Opportunity
EEE 450	Sustainable Enterprise
EEE 451	Finance for Emerging Enterprises
EEE 453	LaunchPad
EEE 476	Advanced Topics in Family Business Management
MAR 444	New Product Management

## Additional Information

Note: Students are eligible to apply for D'Aniello Entrepreneurial Internships (EEE 490 Independent Study), which may be taken for up to 3 credits.

Note: A major in Entrepreneurship and Emerging Enterprises requires 15 credits of EEE courses and 3 credits of a business elective. The senior capstone course, EEE 457 Strategic and Entrepreneurial Management, does not count as part of the EEE major.

### Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)