



**A MINOR IN
ENTREPRENEURSHIP**
UNIVERSITY OF SOUTH FLORIDA



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business

TRAITS OF **USF** ENTREPRENEURSHIP STUDENTS



ANALYSTS

Skilled entrepreneurs know that it takes more than a great idea to be successful. They have a passion for understanding their environment. They want to know not only what competition already exists, but what allies can they leverage as well?

PROBLEM-SOLVERS

Further, an entrepreneurship professional is going to ask what is missing from the world. Why is this process so difficult? What would make it easier? What do people need?

CREATORS

It's no secret that entrepreneurs are often categorized as innovators. Using those analysis and problem-solving skills, the entrepreneur's next step is to create the solution. Fill the gap. They understand that recognizing what the world needs is not enough - the entrepreneur provides takes that next step to make it happen.

ALUMNI SPOTLIGHT



ZACHARY SENZ KAMLER 2017 Graduate | CEO of Monikl

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Monikl is like a dating website for finding a job. We use data analytics to match companies and people. One day I was talking to Ken [Pomella, chief technology officer of Monikl] that it was hard to find an employee who was a good fit with the company. Later the same day, we talked about conventional dating websites like OkCupid and it hit me, 'Why has no one put two and two together?' Within a year we built a prototype and raised \$85,000 to bring the business to life.

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MUMA COLLEGE OF BUSINESS

Major in Marketing with a Concentration in Entrepreneurship (12 Credit Hours)

Required Courses (9 Credit Hours):

- ENT 3613 - Creativity and Innovation in Entrepreneurial Firms
- ENT 4014 - New Venture Formation
- MAR 3400 - Professional Selling

Electives (Select 3 Credit Hours):

- ENT 4244 - Scalability in Entrepreneurship Firms **OR**
ENT 4424 - Venture Capital & Private Equity
- ENT 4940 - Marketing Internship/ Practicum
- MAR 4503 - Buyer Behavior



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business

Center for Entrepreneurship



Major in Business or Industrial Eng with a Minor in Entrepreneurship (12 Credit Hours)

Required Courses (9 Credit Hours):

- ENT 3613 - Creativity and Innovation in Entrepreneurial Firms **OR** EIN 4200 - Creativity in Technology
- ENT 4014 - New Venture Formation
- ENT 4424 - Venture Capital & Private Equity **OR** ENT 4244 - Scalability in Entrepreneurship Firms

Electives (3 Credit Hours):

- Any upper level Entrepreneurship courses with an ENT prefix (excluding ENT 3003 and ENT 3004)





Non-business and non-industrial engineering majors with a Minor in Entrepreneurship (12 Credit Hours)

Required Courses (9 Credit Hours):

- ENT 3003 - Principles of Business in Entrepreneurship
- ENT 3613 - Creativity and Innovation in Entrepreneurial Firm **OR** EIN 4200 - Creativity in Technology
- ENT 4014 - New Venture Formation

Electives (Select 3 Credit Hours):

- ENT 4424 - Venture Capital & Private Equity **OR** ENT 4244 Scalability in Ent Firms



WHY STUDY ENTREPRENEURSHIP AT USF?

A photograph of three students walking on a paved path on a university campus. The path is lined with palm trees and other tropical vegetation. In the background, there are white columns and a building. The students are dressed in casual attire. The student on the left is a man with a beard wearing a dark green t-shirt with 'UNIVERSITY OF SOUTH FLORIDA' and 'BUS' on it. The student in the middle is a woman with long brown hair wearing a light blue long-sleeved top and yellow shorts. The student on the right is a man with glasses wearing a green t-shirt with 'UNIVERSITY OF SOUTH FLORIDA' on it and maroon pants.

REASON #1

REAL-WORLD EXPERIENCE

Muma College of Business students have ample opportunity to participate in several annual, innovation-related competitions including the Frank and Ellen Daveler Entrepreneurship Program, the Business Plan Competition and the Florida Blue Health Care Innovation Challenge.



REASON #2

THE CENTER

USF's Center for Entrepreneurship continues to rank nationally year after year. *Princeton Review* and *Entrepreneur Magazine* have ranked the center's graduate entrepreneur program within the top 25 programs in the U.S. every year since 2010 (ranked No.8 in 2019). Beginning your journey as an entrepreneur in the center's undergraduate program is just the beginning of your experience with these faculty experts. We also operate the Student Innovation Incubator which admits around 20 new startups each year out of a pool of 75-80 applications.



REASON #3

FLEXIBILITY

Professionals with an entrepreneurship degree from USF gain the education they need to start their own business ventures, but their list of options expands beyond owning your own business. This degree program teaches students skills in analytics, creativity, leadership and strategy. These are the same skills needed to be successful within a corporation, non-profit organization or start-up company.



USF UNIVERSITY OF SOUTH FLORIDA

USF Center for Entrepreneurship

Phone: (813) 974-1550 • Email: entrepreneurship@usf.edu • Web: usf.edu/entrepreneurship

Our college is accredited by:



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