

“The world needs entrepreneurs, and Georgetown McDonough students are poised to solve pressing challenges with their unbridled ingenuity. We offer a mix of academic, experiential, and professional opportunities that help students perfect the imperfection of entrepreneurial risk-taking.”

— Patricia Grant,
Senior Associate Dean,
Undergraduate Program

“The Entrepreneurship Minor prepares students to succeed in a rapidly changing world, to pursue their own passions, to solve problems creatively, and to create a future of which they can be proud.”

— Jeff Reid, Professor of the Practice and Founding Director, Georgetown Entrepreneurship Initiative Academic Director of Entrepreneurship Minor

Please communicate with your academic dean and consult MyDegree, which reflects the most updated curriculum requirements.

Updated Academic Year 2023-2024

BUSINESS MINOR

ENTREPRENEURSHIP AND INNOVATION FOR THE COMMON GOOD

ABOUT THE MINOR

The McDonough School of Business offers a Minor in Entrepreneurship and Innovation for the Common Good for undergraduate students.

In a rapidly changing and highly turbulent global economy, the ability to think creatively, challenge the status quo, and take calculated risks are “must-have” leadership skills. The pace of change and disruption in our world is likely to continue its upward climb, and traditional approaches to problem solving are often inadequate. The Minor in Entrepreneurship and Innovation for the Common Good provides Georgetown students with the chance to develop critical skills and to apply entrepreneurial concepts and problem-solving tools to become successful changemakers in their chosen area of focus.

The Minor is not exclusively for students who want to launch companies – it is designed to prepare students for success in a range of environments where an entrepreneurial mindset is a distinct advantage – including strategy, corporate innovation, and new product development roles. Drawing from Georgetown’s Jesuit tradition, the Minor will help students understand how an entrepreneurial mindset can be applied to key social challenges such as economic development, social justice, poverty, diversity, and globalization.

CURRICULUM

The entrepreneurship minor is a sequence of four courses, three required and one elective. *Only three credits of the minor can overlay with an MSB major requirement. Note: If MGMT 3224 or MGMT 3225 was taken for Capstone, it cannot double count with the elective requirement.*

I. Three Required Courses (Nine Credits)

- MGMT 2220: Foundations of Entrepreneurship
- MGMT 2221: Entrepreneurial Changemakers for the Common Good
- CAPSTONE -- MGMT 3224: Launching Entrepreneurial Ventures or MGMT 3225: Growing Entrepreneurial Businesses

II. Three Credits from below

- ACCT 3103: Accounting and Management Strategy
- ECON 4416: Market Design
- FINC 3101: Corporate Valuation (1.5cr)
- FINC 3265: Private Equity (1.5cr)
- FINC 3266: Venture Capital (1.5cr)
- GBUS 4972: C-Lab: Startup Studio
- GBUS 4492: Law, Business & Entrepreneurship
- MARK 3101: Marketing Intelligence
- MGMT 3224: Launching Entrepreneurial Ventures
- MGMT 3225: Growing Entrepreneurial Businesses
- MARK 3227: Branding
- MARK 3235: Social & Digital Media Marketing (1.5cr)
- MGMT 3277: Imagination and Creativity
- OPAN 3243: Intro Bus App Development in Python
- OPAN 3244: Mgmt Bus App Development in Python
- OPAN 3256: Digital Technologies & Analytics
- OPAN 3271: Environmental Sustainability Operations and Business Models
- STIA 3005: Science Tech in Global Arena

ENTREPRENEURSHIP AND INNOVATION FOR THE COMMON GOOD

ENTREPRENEURSHIP MINOR LEARNING OBJECTIVES

Students in the entrepreneurship minor will develop the following entrepreneurial skills and competencies:

- Identify opportunities from market and industry analyses
- Understand the important role of entrepreneurship in society
- Discern ways to connect entrepreneurial thinking to their own unique life and career goals
- Utilize design thinking in new product development
- Formulate and test hypotheses using the lean startup method
- Validate and refine ideas through iterative prototyping and testing
- Make strategic decisions in uncertain environments

EXTRACURRICULAR OPPORTUNITIES

- **Multiple Pitch Competitions:** The Georgetown Entrepreneurship Challenge features close to 100 teams each year from across campus, all pitching to receive feedback and a share of \$30,000 in prizes. Our “Bark Tank” event features advanced teams competing for a share of the \$100,000 Leonsis Family Entrepreneurship Prize.
- **Rocket Pitch, Social Pitch, and Ventures & Values Competitions** provide additional opportunities for students to test out their ideas, gain feedback, and win prize money.
- **Georgetown Startup Interns:** Earn your “Startup Intern Certification” by spending your semester interning part-time for a startup or high-growth company, attend in-depth skills workshops taught by outstanding entrepreneurs and inspirational guest speakers, and benefit from an entrepreneurial career coaching experience.
- **Entrepreneurs in Residence:** More than 30 accomplished entrepreneurs are on campus and “on call” throughout the term to act as mentors and coaches to students. Come meet them at our weekly Chalk Talks, or reach out and schedule a one-on-one appointment.
- **Summer Launch:** Georgetown students and recent graduates launching a new venture can apply to an advanced incubator program, where they receive work space and the support of faculty and dedicated mentors.
- **Clubs:** The Georgetown Entrepreneurship Club, Georgetown Ventures Club, Venture Fellows, and the Entrepreneurship House provide engagement opportunities for students interested in entrepreneurship.

“My two business partners and I met at Georgetown. We founded the business at Georgetown. Being here, in this environment, was a big part of us creating our company. All three of us took an entrepreneurship class together, and to this day, we look back at that class and realize how much we learned from it.”

– NICOLAS JAMMET (B'07), Co-Founder, Sweetgreen