W.P. CAREY MINOR IN ENTREPRENEURSHIP AND MANAGEMENT

http://engineering.jhu.edu/cle

The Entrepreneurship & Management (E&M) program offers Johns Hopkins Arts & Sciences, Engineering, and Peabody students a broad array of courses designed to equip them to lead in business, professional, and academic arenas. Some students simply take a course or two. Many choose to fulfill the seven-course E&M minor, pairing it with their engineering, liberal arts, or public health major. The minor’s three core courses, Introduction to Business, Financial Accounting, and Marketing Principles, provide a strong foundation in the fundamentals of entrepreneurial enterprises. Students can then select any three upper-level courses (plus the required work in statistics) to complete the minor or elect to focus further in Accounting and Finance, Business Law, Leadership and Organizational Behavior, or Professional Communication.

The minor in entrepreneurship and management focuses on business and management from a multidisciplinary viewpoint, with a quantitative emphasis. The program, part of the Center for Leadership Education (http://e-catalog.jhu.edu/departments-program-requirements-and-courses/engineering/leadership-education), offers students a diversified learning experience that emphasizes the concepts, practices, and skills necessary for effective leadership as managers and entrepreneurs in the public and private sectors.

The primary goal of the program is to provide Hopkins students with the knowledge and skills to become effective leaders and entrepreneurs. Individuals with excellent technical training and abilities often move into management positions or start new ventures. As their careers progress, they will be better prepared for success if they have the ability to understand financial reports, interpret statistical data, organize and effectively lead a team, design strategy, analyze and correct problems in the firm’s operations, and understand the dynamics of the marketplace.

The minor is purposely designed to serve different types of students. The program will help prepare students for entrance to law school, an MBA program, or other graduate school. After graduation, other students will start working in engineering or technical positions, then later move into management or start their own businesses. A third group of students is primarily interested in gaining knowledge to follow more generalized careers in finance and business.

Students completing multiple minors:

Students must take at least three unique upper level* electives for each minor they undertake. *as defined by the CLE.

Facilities

The CLE Full-time Faculty and staff offices are located in Whitehead Hall, suites 102, 104 and 105. Part-time Faculty and ESL Specialists offices are located in Maryland 16. Course assistants’ office hours are held in room 104.

Minor in Entrepreneurship and Management

The requirements of the minor in entrepreneurship and management can be downloaded from the Center for Leadership Education’s website under the “W.P. Carey Program in Entrepreneurship and Management” tab (http://eng.jhu.edu/wse/cle/page/em_minor). Students wishing to complete a minor in entrepreneurship and management may also obtain more information from the CLE Faculty Support Staff office located in Whitehead 105.

Students completing multiple minors:

Students must take at least three unique upper level* electives for each minor they undertake. *as defined by the CLE.

Core Requirements

1. Statistics - These courses expose students to the foundations of statistics that are used extensively in business decision-making. These topics include correlation, estimation, hypothesis testing, linear regression, prediction, and forecasting. Students may take either two elementary statistics courses or one intermediate/advanced calculus-based statistics course from the list below.

Option One: Two Elementary Statistics Courses (EN.550.112 is the required second course). Credit earned for AP Statistics (equivalent to EN.550.111) will satisfy the first of the two required courses.

- EN.553.111 Statistical Analysis I or AS.230.205 Introduction to Social Statistics or AS.280.345 Public Health Biostatistics
- EN.553.112 Statistical Analysis II

Option Two: One Intermediate/Calculus-Based Course (must have Calculus as a prerequisite)

- EN.553.211 Probability and Statistics for the Life Sciences or EN.553.310 Probability & Statistics or EN.553.311 Probability and Statistics for the Biological Sciences and Engineering or EN.553.430 Introduction to Statistics or EN.540.305 Modeling and Statistical Analysis of Data for Chemical and Biomolecular Engineers or EN.560.348 Probability & Statistics for Engineers

2. Entrepreneurship and Management Fundamentals - Students must complete three fundamental courses in entrepreneurship and management. These courses are:

- EN.660.105 Introduction to Business
- EN.660.203 Financial Accounting
- EN.660.250 Principles Of Marketing

3. Upper-Level Elective Courses in Entrepreneurship and Management

Students must complete three upper level courses in entrepreneurship and management. Courses may be chosen from a number of areas, including:

Accounting & Finance - These courses educate students about financial concepts, investments, and financial markets. This information is
valuable for the entrepreneur starting a new venture, a manager to be effective with a corporation, and management consultants.

Business Law - These courses educate students about legal issues in business and how the law is used to protect intellectual property.

Leadership & Organizational Behavior - These courses provide knowledge of both general principles and specific practices needed for working effectively with people in an organization. These courses focus on leadership, team building, ethics, and psychology.

Students who wish to complete a focus area in one of the areas listed above must complete three courses from that area, with at least one at the 400-level.

Lists of acceptable courses are provided below. These lists are regularly updated and may be obtained at the Center for Leadership Education office or on the center’s website (http://eng.jhu.edu/wse/cle/page/em_minor).

**Accounting and Finance Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN.660.300</td>
<td>Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.303</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.401</td>
<td>Advanced Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.410</td>
<td>Computer Science Innovation and Entreprise</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.414</td>
<td>Financial Statement Analysis</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.460</td>
<td>Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>AS.180.263</td>
<td>Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>EN.570.334</td>
<td>Engineering Microeconomics</td>
<td>3</td>
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</table>

* The course 232.410 Corporate Finance from the Carey Business School may also be used as an Accounting and Finance course.

**Business Law Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>EN.660.308</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.310</td>
<td>Case Studies in Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.311</td>
<td>Law and the Internet</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.404</td>
<td>Business Law II</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.405</td>
<td>Intellectual Property Law</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.460</td>
<td>Entrepreneurship</td>
<td>3</td>
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**Leadership and Organizational Behavior Courses**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>EN.660.321</td>
<td>Managing &amp; Marketing Social Enterprises</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.329</td>
<td>Social Entrepreneurship Theory and Practice.</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.331</td>
<td>Leading Teams</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.332</td>
<td>Leadership Theory</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.333</td>
<td>Leading Change</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.335</td>
<td>Negotiation and Conflict Resolution</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.336</td>
<td>Community Engineering: Interdisciplinary Problem</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.340</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.341</td>
<td>Business Process and Quality Management</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.361</td>
<td>Engineering Business and Management</td>
<td>3</td>
</tr>
<tr>
<td>or EN.660.461</td>
<td>Engineering Business and Management</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.460</td>
<td>Entrepreneurship</td>
<td>3</td>
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**Marketing and Communication Courses**

Students may use only one Marketing and Communications course as an upper-level elective for the Entrepreneurship and Management minor.

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<th>Credits</th>
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<tbody>
<tr>
<td>EN.660.310</td>
<td>Case Studies in Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.352</td>
<td>New Product Development</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.354</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.355</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.358</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.420</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>EN.660.450</td>
<td>Advertising &amp; Integrated Marketing Communication</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.315</td>
<td>Culture of the Engineering Profession</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.317</td>
<td>Culture of the Medical Profession</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.357</td>
<td>Copywriting &amp; Creative Strategy</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.361</td>
<td>Corporate Communications &amp; P.R.</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.390</td>
<td>Catalyst: A Student-Run Magazine</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.453</td>
<td>Social Media and Marketing</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.454</td>
<td>Blogging and Digital Copywriting</td>
<td>3</td>
</tr>
<tr>
<td>EN.661.456</td>
<td>Marketing Communication Law &amp; Ethics</td>
<td>3</td>
</tr>
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**Course and Grade Rules and Limitations**

The E&M minor requires a minimum of 22 credits.

A maximum of 6 credits of courses taken from outside WSE and KSAS (including transfer course & study abroad) may be applied to the E&M minor.

One course may be taken on an S/U basis.

All courses applied to the E&M minor must be completed with a grade of C- or above.

For current faculty and contact information go to http://engineering.jhu.edu/cle/faculty

**Faculty**

**Director**

Timothy Weihs
Director of CLE, Professor of Materials Science & Engineering.

**Program Directors**

Lawrence Aronhime
Senior Lecturer & Director of International Programs: accounting, finance, entrepreneurship, technology commercialization.

Annette Leps
Senior Lecturer and Director of Entrepreneurship & Management Program: accounting, finance, management.

Julie Reiser
Senior Lecturer & Director of Marketing & Communications: technical communication, oral presentations, research writing, dissertation writing, American literature and critical theory.

Eric Rice
Senior Lecturer & Director of Graduate Programs: organizational behavior, social entrepreneurship, management, negotiation and conflict management, leadership, public speaking, professional writing.

Pamela Sheff
Senior Lecturer & Director of Master of Science in Engineering Management Program: business and technical communication, marketing, public relations, science and scientific writing, oral presentations, higher education in prisons, community-based learning, entrepreneurship.

**Full Time Faculty**

Bob Graham  
Lecturer: entrepreneurship, professional communication, oral presentations.

Illysa Izenberg  
Lecturer: engineering management.

Leslie Kendrick  
Senior Lecturer: marketing strategy, integrated marketing communications, sports marketing, international marketing, internships.

Charlotte O’Donnell  
Lecturer: oral presentations, professional communication, visual rhetoric.

William Smedick  
Senior Lecturer: leadership theory, leadership in teams.

**Part Time Faculty**

Michael Agronin  
Lecturer: new product development.

Justin Beauchamp  
Lecturer: Leadership.

Jennifer Bernstein  
Lecturer: professional communication.

Susan Conley  
Lecturer: Marketing.

Laura Davis  
Lecturer: Professional communication for ESL and Oral presentations for ESL.

Marci DeVries  
Lecturer: marketing.

Kevin Dungey  
Senior Lecturer: oral presentations.

Sean Furlong  
Lecturer: Financial Accounting.

David Fisher  
Lecturer: business law.

Mark Franceschini  
Senior Lecturer: business law, business ethics, Internet law.

Mary Beth Furst  
Lecturer: Introduction to Business.

Guido Galvez  
Lecturer: business.

Jeremy Gorelick  
Lecturer: business analytics, business development.

Christine Grillo  
Lecturer: writing articles, writing technical reports.

Jason Heiserman  
Lecturer: oral presentations.

Christopher Jeffers  
Lecturer: business law.

Mark Kennedy  
Lecturer: copywriting.

Andrew Kulanko  
Senior Lecturer: oral presentations.

Andres Lares  
Lecturer: sports negotiation.

Seth LeJacq  
Lecturer: communication.

Denise Link-Farajali  
Lecturer: professional communication: financial math for ESL, research writing for ESL.

David Mahoney  
Lecturer: social media, marketing.

Michael Mattia  
Lecturer: leadership.

Lindsay Monti  
Lecturer: business law.

Marco Priolo  
Lecturer: managerial finance.

Bryan Rakes  
Lecturer: business law.

Joshua J. Reiter  
Senior Lecturer: business process management, total quality management, information technology management, Internet-based business applications, creativity and innovation, entrepreneurship.

Elaine Richman  
Lecturer: writing articles, writing technical reports.

Tiffany Sanchez  
Lecturer: leadership.

Douglas Sandhaus  
Senior Lecturer: business law, business ethics, Internet law.

Dennis Sullivan  
Lecturer: marketing.

Jay Thompson  
Lecturer: professional communication.

Adam Treiser  
Lecturer: business analytics.

Tamara Warren-Chinyani  
Lecturer: emotional intelligence, diversity.

Caroline Wilkins  
Lecturer: professional communication.