



FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF ENTREPRENEURSHIP

COMMERCIAL ENTREPRENEURSHIP



The Commercial Entrepreneurship major is a redesigned, highly competitive, two-year program. Students will learn how to start and harvest a micro-business, focusing on the advantages and costs of the various sources of venture capital, opportunity recognition, market research, and feasibility. Students will also study technology commercialization, financial analysis, legal issues, and sales management.

“My time in the Jim Moran School of Entrepreneurship has allowed me to hone a lifelong passion and afforded me opportunities I would never before have thought possible. Throughout my two years in the program, I thrived off of the electric atmosphere that pushes students towards excellence and fuels innovation. The faculty, who come from entrepreneurial backgrounds, are incredibly knowledgeable and have become mentors for me as I prepare to build my future post-graduation. The Jim Moran School was the reason I choose to attend Florida State University and I could not be more grateful for this experience and all of the support that I have received along the way.”

– Wesley Lopez, Inaugural Class of 2019

ADMISSIONS REQUIREMENTS

Admission to the limited access program requires the following:

- Completion of at least 52 semester hours
- Cumulative GPA on all college work of at least 2.70
- Completion of all required prerequisite coursework with at least a C minus or better
- Submission of completed application prior to posted deadline

Prerequisite coursework prior to admission (15 hours):

- ECO X013 (3) Principles of Macroeconomics
- ECO X023 (3) Principles of Microeconomics
- LDR XXXX (3) Any Leadership Course
- MAC 1105 (3) College Algebra or higher math
- STA 2023 (3) Business Statistics

Students, including transfer students, must apply by the posted deadline and be committed to the 2-year curriculum (no courses are guaranteed to be offered in the summer). Admission decisions will be based on academic achievement, evidence of prior entrepreneurial activity, and a compelling essay describing why you want to be an entrepreneur. Students must complete the admission requirements for this limited access program no later than the end of their sophomore year in order to be considered for admission to the major.

PROGRAM REQUIREMENTS

All commercial entrepreneurship majors must complete the following courses with a grade of C minus or better. Community college courses may not be substituted for 3000/4000 level courses.

Core requirements for all entrepreneurship majors (18 credit hours):

- ECO 3041 (3) Personal Finance
- ENT 1940 (0) Entrepreneurship Internship Prep
- ENT 2000 (3) Introduction to Entrepreneurship
- ENT 3451 (3) Entrepreneur's Guide to Accounting
- ENT 4122 (3) Go To Market Strategies
- ENT 4943 (3) Entrepreneurship Internship
- ENT 3515 (3) Principles of Social and Sustainable Enterprises

Required Courses for Automotive Franchising Track (13 credit hours):

- Auto Sales, Customer Financing, & Ethics Internship (3)
 - This course replaces the three-hour Entrepreneurship Internship in the core requirements
- Auto Accounting Supplement (1)
- Auto Operations Internship (6)
 - This course replaces the two (6 hours) of Jim Moran College Electives in the commercial entrepreneurship major requirements
- Auto Franchising, Financing and Insurance (3)

Required Core Courses for all Commercial Entrepreneurship majors (39 credit hours):

- ENT 3001 (3) Experiences in Entrepreneurship I
- ENT 3002 (3) Experiences in Entrepreneurship II
- ENT 3111 (3) Creating Value through Customer Acquisition
- ENT 3203 (3) Managing Growth
- ENT 3414 (3) Measuring Financial Success
- ENT 4110 (3) Entrepreneurship Capstone
- ENT 4114 (3) Business Plan Design
- ENT 4255 (3) Negotiations
- ENT 4305 (3) Legal & Ethical Environments
- ENT 4604 (3) New Product Development
- Two Jim Moran College Electives (6)

Choose one of the following technology courses:

- CTE 3055 (3) Computer Applications
- ENT 3629 (3) Entrepreneurial Technologies
- ENT 4811 (3) Entrepreneurial E-Commerce



"Inspiring innovation, instilling compassion and igniting an entrepreneurial mindset in the next generation of leaders."
