

Entrepreneurial Management

Created by Kelsi Stimack, Class of 2018

Advised by Lyle Rupert (Economics & Business), Leslie Zorwick (Psychology), and Gina Bergfeld (Economics & Business)

Justification

I have always had an interest in entrepreneurship, but it took me until my sophomore year of college to recognize my passion for what it was. I had never realized that my fascination with my father's business and my longing to attend business based summer camps equated to my own passion for entrepreneurship. I had always believed that entrepreneurship and business were synonymous of each other. It had never occurred to me that the skills necessary to be successful in one did not necessarily transfer to the other. It was only after interviewing multiple entrepreneurs that I realized how complex and different these two topics were from each other.

It was at this moment that I recognized that the business program at Hendrix would not properly prepare me for what I want to pursue professionally. The business department at Hendrix is phenomenal, but its focus is on preparing students to go into corporate business. If I became a business major I would be missing key tools necessary to create and sustain an entrepreneurship. I began looking into the possibility of creating an interdisciplinary major.

Although I couldn't put my finger on it, I always felt I was missing an important piece to the puzzle I was trying to create by making my own major. As I continued to research, I realized the important role management plays in the longevity of an entrepreneurship. It was like a light bulb went off above my head. To have a successful business, whether that's an entrepreneurship or a corporate business, you have to be able to manage all of the different aspects that go into the operation of that business.

My interdisciplinary studies major began shift from a business only major to something far more complex. Both management and entrepreneurship are multifaceted

topics. Each covers a wide variety of skills and disciplines. Not to mention the fact that Hendrix has a very limited selection of leadership or management courses. For this reason, it would be impossible to gain the same insights by simply majoring in business and minoring in either psychology or some type of communications.

My major is divided into four sections of understanding that prepare me to manage an entrepreneurship. The four sections are “Building a Business,” “Understanding Others’ Motivation,” “Effective Communication,” and “Managing the Activities of Others.” Within each of these subsections there are classes from multiple disciplines.

The “Building a Business” section of my major will give me a basic understanding of the different skills needed to run a business and be a part of the market. There are two main learning objectives for this section. The first is to be able to understand how to run a business, from a technical perspective. For that reason, I will be taking specific classes in the disciplines of business, accounting, and economics. The second learning objective is to have a good enough understanding of the afore mentioned topics to be able to understand the experts I might have to hire one day.

The “Understanding Others’ Motivation” section is a group of classes focused on why people do what they do and why people are the way they are. The classes in this section focus on understanding not only why individuals do what they do, but how to use those dynamics to better a business or organization. Within this section there will be classes from both the psychology department and the business department. The business department will give me the opportunity to practice the skills I have learned in a practical and specialized setting.

In the “Effective Communication” section of my major I have included a grouping of classes from multiple disciplines all geared toward improving my communication skills. These skills will include both written and spoken communication. The classes included in this section will be from the departments of Theatre Arts, History, English, and a department that will be chosen, by me, for an independent study on creating a brand name. This independent study falls under communication because I have to learn how to communicate to a customer exactly what I am selling, whether that is a product or a services, and why that individual should buy it.

Lastly, the “Managing the Activities of Others” section contains classes that focus directly on the skill of management in different situations and environments. Due to the fact that Hendrix does not offer many management classes, the majority of these classes will be coming from outside of Hendrix. I will be taking classes from the University of Central Arkansas and from Semester as Sea, a study aboard program whose academic partner is Colorado State University. Together the classes I take abroad and at Hendrix will prepare me to own and manage my own business one day.

Major Requirements

My major will be divided into four subsections of thought, with classes from multiple disciplines within each section.

Building a Business:

1. ECON 200 Microeconomic Theory
2. BUSI 200 Principles of Accounting 1 and BUSI 210 Principles of Accounting 2
3. BUSI 350 Business Law
4. MGT 340 Fundamentals of Entrepreneurship*
5. At least one of the following courses:
 - a. BUSI 100 Contemporary Issues in Business and Entrepreneurship
 - b. BUSI 290 International Marketing
 - c. BUSI 330 Cost Accounting
6. BUSI 497 Corporate Strategy
7. BUSI 499 Independent study about building a business plan^o

Understanding Others' Motivation:

1. PSYC 230 Social Psychology
2. At least one of the following courses:
 - a. PSYC 283 Industrial/Organizational Psychology or an independent study covering the same material
 - b. PSYC 352 Social Cognition
3. BUSI 399 IndSt: Workplace Management Dynamics

Effective Communication:

1. TART 110 The Art of Public Speaking
2. At least one of the following courses:
 - a. HIST 201 Doing History
 - b. ENGL 308 Writing for Life
3. BUSI 499 Independent study about creating a personal brand^o

Managing the Activities of Others:

1. POLI 285 Topics: Leadership
2. MGMT 3340 Managing People and Work[^]
3. MGT 410 Leadership and Organizational behavior*
4. MGT 411 Leading High Performance Teams*

* Denotes that I will be taking this class through Semester as Sea and their academic partner Colorado State University.

[^] Denotes that I will be taking this class through the University of Central Arkansas.

^o Denotes that I will be creating the independent study's class title at a later date.

Capstone Experience

My capstone experience will be divided up into two sections. These two sections will focus on taking the informational and theoretical information I've learned through my major and creating a practical application. To graduate I will need to complete both sections.

The first section will be an odyssey coded independent study that focuses on how to create a business. The independent study will examine how to write a business plan and all the different aspects that go into the creation of an entrepreneurship, from conception to actualization. The reason I called this class odyssey coded is because I would also find a team of individuals who would like to participate in the business plan competition, which is a preapproved activity for special projects odyssey credit, with me. This would give me practical experience not only on how to create a business, but how to manage a team of unique individuals in the pursuit of a common goal.

The second section of my capstone will be my participation in the class BUSI 497 Corporate Strategy. This course will allow me to apply my newly acquired skills while still including the guidance of a professor. The case studies will give me an opportunity to turn all the theory I have been learning into practical experience. This class also focuses more on a larger business, which would give me the unique experience of dealing with a larger business.

My final capstone experience grade would be the average of the grades I received from the two different classes described above.

Advisory Committee

Kelsi Atimock

12/2/2016

Student Signature

Date

Lyle Rupert

12/12/16

Dr. Lyle Rupert - Committee Chair

Date

Leslie Zorwick

12/2/2016

Dr. Leslie Zorwick

Date

Gina Bergfeld

12/2/16

Professor Gina Bergfeld

Date