

Creative Entrepreneurship Minor

The Creative Entrepreneurship minor provides a cross-disciplinary learning opportunity to students who are interested in learning the methodologies, tools, and techniques necessary for the development and growth of new entrepreneurial ventures, business opportunities and an entrepreneurial mindset. This minor will expand on the understanding of entrepreneurial thinking and the discipline for all the creative industries. It also prepares students with an understanding of entrepreneurship and discovering business opportunities, how to leverage creativity and innovation for these opportunities, along with the skills to create, build and manage entrepreneurial ventures.

This Creative Entrepreneurship minor is available to students in the Schools of Art and Design, Business and Technology, and Liberal Arts and Sciences, with the exception of students enrolled in the Entrepreneurship for the Fashion and Design Industries, B.S. program.

The following requirements below are intended for students declared after fall 2024. If you have already declared your minor, please speak to your academic advisor for assistance.

Minor Coordinator:

William Reinisch

william_reinisch@fitnyc.edu

The successful completion of at least five (5) courses are required to earn the minor.

Required Course

EP 311 Introduction to Entrepreneurship	3
---	---

Four (4) Elective Choice Options

EP/FF 300 Fashion Design Concept Launchpad (Interdisciplinary)	3
--	---

EP 360 Social Enterprise	3
--------------------------	---

EP 361 Cognitive Entrepreneurship	3
-----------------------------------	---

EP 362 Introduction to Blockchain for Creative Businesses	3
---	---

EP/CM 363 Beauty Entrepreneurship	3
-----------------------------------	---

EP 364 Understanding, developing Web 3.0 business opportunities and NFTs (Non-Fungible Tokens)	3
--	---

EP 365 The Artist as an Entrepreneur	3
--------------------------------------	---

EP 366 Corporate Entrepreneurship	3
-----------------------------------	---

CM 251 The Business of Beauty 360°	3
------------------------------------	---

DM 321 Database Marketing *	3
-----------------------------	---

FM 305 The Business of Building a Fashion Brand	3
---	---

FM 351 Starting and Managing a Fashion Retail Small Business	3
--	---

* Requires special permission from the Direct and Interactive Marketing Department located in B403

Upon completion of the Creative Entrepreneurship minor, students will be able to:

1. Develop business pitches, oral and written presentations and/or projects that drive innovation with a competitive advantage.
2. Enables students to identify entrepreneurial opportunities within their own disciplines by combining innovation and an entrepreneurial toolkit.
3. Apply the skills and techniques for an entrepreneurial mindset to their own major and/or discipline in the creative industries.
4. Understand the characteristics and competencies required to be successful in entrepreneurship.
5. Apply the entrepreneurial concepts and mindset to problem solving, to generate new ideas, concepts and products for the creative industries.
6. Understand the entrepreneurial skills, practices and business models necessary to identify new white space opportunities for starting a new venture or product line, growing an existing business or enhance the creative areas of other businesses, or social enterprises.