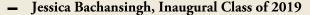# RETAIL ENTREPRENEURSHIP

The Retail Entrepreneurship major prepares students for executive training programs and other entry-level positions in retail merchandising and product development within a diverse range of retail-related businesses. The industry-savvy Retail Entrepreneurship curriculum produces highly marketable graduates able to contribute immediately to the successful management and operations of retail and retail-related companies whether through corporate operations, the product development function, or store operations. The curriculum places a strong emphasis on industry-relevant technology, including product development and merchandising software, and professional experience through a required internship. Courses in the Retail Entrepreneurship curriculum includes emphasis on soft goods and fashion-driven products.

"The Jim Moran School of Entrepreneurship has provided me countless resources that I've needed to succeed as a nonprofit business owner. From the faculty mentorship, to the pitch competitions, and even to the amazing guest speakers, the Jim Moran School is a leading program for innovation and student engagement. I am excited to see how this program continues to further Florida State University as a leading institution of higher education."

— **Jessica Bachansingh, Inaugural Class of 2019**

FLORIDA STATE UNIVERSITY
JIM MORAN COLLEGE OF ENTREPRENEURSHIP

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 are interested in a career in retail merchandising or product development. 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 retail 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. Students will be required to select one of the following tracks within the major.

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 3XXX (3) Corporate Social Responsibility

General Core Requirements for Retail Entrepreneurship majors (27 credit hours):

- CTE 1401 (3) Introduction to Textile Science
- CTE 3055 (3) Computer Applications
- CTE 3431 (3) Product Development Process
- CTE 3806 (3) Merchandising Principles
- CTE 3808 (3) Consumers in the Marketplace
- CTE 4822 (3) Quantitative Merchandising Management
- ENT 4114 (3) Business Plan Design
- One Jim Moran College Elective (3)

Product Development Track (16 credit hours):

- CTE 3416 (3) Retail Technologies
- CTE 4443 (4) Product Evaluation
- CTE 4829 (3) Global Sourcing
- CTE 4470 (3) Sustainability and Human Rights
- CTE 4XXX (3) Senior Capstone

Retail Merchandising Track (15 credit hours):

- CTE 3835 (3) Visual Merchandising
- CTE 4605 (3) Supply Chain Management
- CTE 4812 (3) Retail Branding
- CTE 4826 (3) Retail Buying
- ENT 4811(3) Entrepreneurial E-Commerce

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