

Decision Sciences and Innovation Department  
RVRCOB  
MINOR IN ENTREPRENEURSHIP PROGRAM

Rationale

The ENTREPRENEURSHIP MINOR PROGRAM is designed to fully assess the commercial and societal value of academic researches, thereby increasing the potential for commercialization of these technologies/business concepts/ideas and spurring innovation through entrepreneurship. Entrepreneurs are fundamental to the dynamics of an innovation economy. Start-up companies are significant contributors to job creation and growth. The reality worldwide however is that the long-term success rates of start-ups are very low. Many entrepreneurial programs have been developed over the years to spur growth and startup success, with varying levels of outcomes.

PROGRAM OVERVIEW

The Entrepreneurship minors program promotes experiential learning through the market validation process and cultivates entrepreneurial thinking among non-business students.

Expected Learning Outcomes of the program:

Effective communicators	<ol style="list-style-type: none"><li>1. Explain and justify assumptions used in choosing an idea and how it was evaluated as a business opportunity;</li><li>2. Present feasibility analysis and business plan of chosen business opportunities</li></ol>
Critical and creative thinkers	<ol style="list-style-type: none"><li>1. Create entrepreneurial awareness, alertness and mindset by learning how to think creatively ;</li><li>2. Define and analyze the macro-environment and industry environment of the proposed business to aid in the market validation process in preparation for business launch</li></ol>
Technically proficient and competent entrepreneurs and leaders	<ol style="list-style-type: none"><li>1. Formulate the vision, mission, objectives, strategies, key result areas, activities and resource requirements of launching a business venture;</li><li>2. Prepare the organizational and market implementation plan of the business.</li></ol>
Service-driven, ethical, and socially responsible citizens	<ol style="list-style-type: none"><li>1. To instill upon the students the values of intellectual honesty, perseverance, commitment to work, and teamwork which are integral to the development of a successful business plan</li><li>2. Appreciate the entrepreneurship process as a response to the country's need for enterprise development</li></ol>

The program will cover the entrepreneurial processes of opportunity seeking, screening and seizing in the following set of basic, core and elective courses:

COURSE CODE	COURSE DESCRIPTION	PREREQUISITE
ENTPRIN (ENTREPRENEURIAL PRINCIPLES)	ThE course focuses on the incubation or pre-start-up stage of enterprise development. The incubation stage opens the would-be entrepreneurs to a world full of opportunities. The course aims to guide students on how to perceive situations as either a problem to be solved or an opportunity to be pursued. It includes the steps/stages in project planning, evaluation of external factors affecting entrepreneurial activities, internal factors important in identifying business opportunities, and environmental scanning. Towards the end	NONE

	of the course, the students are expected to prepare formal product/service proposals based on the opportunity-finding mentality frame of mind through project planning.	
ENTMARK (MARKETING RESEARCH FOR ENTREPRENEURS)	Consumer market research involves a range of methods and approaches to explore experiences, meanings, characteristics, symbols, description, feelings, interactions. impressions, motivations and perspectives of consumer behavior that are relevant for the enterprises' varying life cycle stages. This course will delve in both the quantifiable and unquantifiable facts in peoples' lives that will provide a means of accessing and generating insights on how people give meaning to their everyday consumption. This will provide valuable knowledge and idea on how entrepreneurs can bring about products and services that are innovative and new to the market.	ENTPRIN
COBFSEN (FEASIBILITY STUDY)	As a CHED-mandated common course for RVRCOB, Feasibility Study, focuses on introducing the concept of entrepreneurship in identifying business opportunities using systematic strategic approaches. Topics included are entrepreneurship; external and internal environmental analysis; analysis and evaluation of new business ventures and innovation. Feasibility study as the main output of the course provides analysis of the product/technical feasibility, market/industry feasibility, organizational feasibility, and financial feasibility of product/service ideas.	ENTPRIN
ENTPLA1 (BUSINESS PLANNING)	This course focuses on research concepts and methodologies applied in the context of planning for entrepreneurial ventures. This involves the development and completion of a business plan using the product/service concepts/ideas previously identified from the Feasibility Study (COBFSEN) and Entrepreneurial Marketing Research (ENTMARK) courses.	ENTMARK, COBFSEN

**Guidelines:**

1. The program is intended for non-RVRCOB students and will follow the external shifting requirements of the BS Entrepreneurship program. The students should :
  - a. Have a CGPA of at least 2.0
  - b. Take the Personal Entrepreneurial Competencies (PEC) Survey to be administered by the DSI Entrepreneurship Coordinator
  - c. Undergo Interview with the DSI Vice Chair after taking the PEC Survey to assess entrepreneurial profile of the student. This will determine the baseline PEC of the student which will be used by the faculty members teaching the entrepreneurship courses in improving on the weak/low scoring competencies and intensifying the strong/high scoring competencies.
2. The non-RVRCOB students will be merged and grouped with the BS Entrepreneurship students in all of the courses in the minors program to forge collaborations in coming up with innovative business concepts with high potential for commercialization or launch.
3. The business concept generated from the collaboration of the non-RVRCOB and BS Entrepreneurship students may be implemented in the Entrepreneurship Practicum Implementation courses (PRCENT1-3) with the non-RVRCOB as co-owners of the simulated technopreneurship start up venture following the Practicum guidelines of the Entrepreneurship program.