



The entrepreneurship program provides experiences that inspire and encourage students to embrace creativity, innovation and entrepreneurship, regardless of their career aspirations or what they go on to do in life. Fundamental to this is a belief that new venture creation is a process that can be taught, but *entrepreneurship is a mindset ... a way of life.*

Fashion Entrepreneurship Minor

The fashion entrepreneurship minor is a 15-hour program that makes it easier for students interested in fashion to recognize and make the most of opportunities that help fuel their careers. It provides an opportunity to explore the fundamentals of entrepreneurship and apply the entrepreneurial process in ways that lead to career expansion. Students learn to research the market, generate a business plan, locate funding for projects and turn their vision into reality.

Career Opportunities

Students explore the myriad of business and career possibilities that exist, both within and outside traditional careers in fashion merchandising. Students receive instruction on reinventing current business models through innovative processes that incorporate the concepts and strategies of the ever-changing, high-energy industry.

The benefits of entrepreneurial skills go beyond building a new business. Emerging and established growth-orientated companies seek to capitalize on the entrepreneurial spirit of passionate individuals with an eye for fashion. The ability to think outside the box, combined with an understanding of the entrepreneurial process, brings new ideas that help existing organizations improve and prosper.

Educational Preparation

Students develop an understanding of the process nature of entrepreneurship and new venture creation and development. This 15-hour minor is co-delivered by the Donald L. Harrison College of Business and the College of Health and Human Services. It may be chosen by students in fashion merchandising or in business, but may be selected by students in any major.

Required Courses (15 Hours)

Offered by the Harrison College of Business

- BA361 Creating and Managing Entrepreneurial Firms (3); Prerequisite: 45 hours complete
- BA551 Managing and Growing New Ventures (3); Prerequisite: BA361 or MBA admission
- BA561 Business Planning for New Ventures (3); Prerequisite: BA361, consent of instructor or MBA admission

Offered by the College of Health and Human Services

- Six hours of CT (Clothing & Textiles) electives approved by an advisor in the major (6)

Facilities

The Douglas C. Greene Center for Innovation and Entrepreneurship provides a variety of opportunities for students in any major to enhance their education by connecting entrepreneurship learning with real-world experiences.



The Start-Up Studio, located in the Douglas C. Greene Center for Innovation and Entrepreneurship, is a new resource that provides a creative environment to explore and develop start-up ideas and the tools to make dreams a reality. It is also home to Redhawks Collegiate Entrepreneurs Organization. The Start-Up Studio offers:

- The Bored Room (meetings and presentations)
- The Chill Zone (a place to relax and connect)
- Refueling Station (snacks and beverages)
- Idea Lab (a research center with computer workstations and a reference library)

Student Activities

The Redhawks Collegiate Entrepreneurs Organization inspires and encourages students to think and act in innovative and enterprising ways: to adopt an entrepreneurial mindset, to think big and to unleash their ideas. The organization connects members with successful entrepreneurs from all walks of life.



The informal speaker series, “Coffee With the Entrepreneurs,” provides an opportunity for students to meet and have a conversation with experienced entrepreneurs, other enterprising Southeast students, potential investors and/or service providers. These monthly meetings allow students to explore ideas and troubleshoot specific challenges.

Field trips to fashion centers such as New York, Chicago and Dallas, as well as summer trips to apparel and textile centers in Europe are available.

The college participates in the International Textile and Apparel Association, a professional, educational association composed of scholars, educators and students in the textile, apparel and merchandising disciplines. It promotes the interchange of ideas and the pursuit and dissemination of knowledge.

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History: Founded in 1873, Southeast is a comprehensive university of ten colleges and schools offering more than 200 academic programs. With an enrollment of 11,000 students, the student/faculty ratio is 20 to 1. Average freshman class size is 25-30. Students come from nearly all 50 states and countries around the world.

Location: Located on the banks of the Mississippi River, Cape Girardeau is a college town of about 40,000 residents. Interstate 55 links Cape with St. Louis just two hours to the north and Memphis three hours to the south. Southeast operates regional campuses in Kennett, Malden and Sikeston, Mo.

Curriculum: Southeast offers 200 areas of study and more than 1,600 courses in business, education, the health professions, liberal arts, science, technology, and the visual and performing arts.

Student Activities: More than 150 social and special interest student organizations are offered at Southeast, such as national fraternities and sororities, NCAA Division I athletics and more than 12 musical groups including the internationally recognized Golden Eagles Marching Band.

Study Abroad: A wide variety of affordable short-term, spring break and full semester study-abroad programs enhance your academic experience.

Financial Aid: U.S. News and World Report recognized our University as one where students earn an outstanding education and yet are among the “least-indebted” students in the country. A textbook rental program allows students to save 75 percent of the cost of purchasing textbooks. In addition, Southeast offers a variety of scholarships, loans, grants and work opportunities, including many federal and state programs.

Residence Halls: Eleven residence halls come in many different styles including community-style, suite-style and small group living. All rooms provide 24-hour high-speed Internet access and cable TV. Wireless Internet is available across campus, in most student lounges and in rooms in the newest residence hall.

Facilities: The Show Me Center is home to championship basketball teams, concerts, ballets and symphonies. The Student Recreation Center is a 93,000-square-foot facility with basketball courts, racquetball courts, a weight room, a cardio-equipment area, an aerobics studio, a climbing wall, an indoor track and a new aquatic center with two pools. Robert A. Dempster Hall, home of the Donald L. Harrison College of Business, features state-of-the-art computer labs, two fully mediated business policy classrooms, wireless Internet access and a 400-seat auditorium. The Otto and Della Seabaugh Polytechnic Building has the latest high-tech equipment and includes the Technology Resource Center. The new River Campus, home of the Earl and Margie Holland School of Visual and Performing Arts, is located on the banks of the Mississippi River and is dedicated to the disciplines of art, dance, music and theatre.

Technology: At Southeast, technology is one of the hallmarks. Computer labs remain open day and night to allow students access to government documents, educational materials and markets around the world. Students enjoy the benefits of more than 35 miles of fiber optic cable, Internet connections in all residence halls and wireless Internet across campus.

Library: Students have access to statewide holdings of more than 60 academic libraries, including more than 17 million volumes that can be delivered to campus within 48 hours. Kent Library is designated an Official Government Document Depository and is home to the William Faulkner Collection of Louis Daniel Brodsky. Recently renovated, Kent Library includes a modern Information Commons and multimedia rooms for small group presentation preparation.

Fashion Entrepreneurship Minor



College of Health
 and Human Services

Harrison College
 of Business

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