

Today there is more uncertainty than ever. This means those that survive and prosper will be those that know how to quickly adapt, to innovate. This condition applies equally to individuals and organizations. We call people that have the mind-set and skill-set to adapt entrepreneurs. Those organizations that will be able to adapt and change will have entrepreneurial leaders.

Entrepreneurship is both a mind-set and a skill-set. A mind-set in that you need to think like an owner: simultaneously thinking about the efficiency of today's operations and being on the lookout for new opportunities. A skill-set in that you need to be able to recognize opportunities and threats, transform those opportunities into new ventures (which could be a brand new venture or an extension of a current venture), assess the feasibility of the proposed new venture, operationalize that new opportunity (put together an actionable plan from disparate and incomplete information) and finally manage the growth of that new venture's growth.

If you substitute "new career opportunities for you" for "new venture" in the preceding, you will begin to understand how these entrepreneurial skills will be a necessary part of your future success. You may never be the founder of a new company, but it is that entrepreneurial skill-set that will allow you to navigate a successful career that may transcend a dozen different employers.

The minor in entrepreneurship provides the student with a deep exposure to the full breadth of entrepreneurial skills. This requires a minimum of 18 credit hours to complete. The entrepreneurship certificate, by contrast, provides a high-level overview of all of the entrepreneurial skills and allow the participant to choose which skills to acquire for a deeper understanding. The minor will require a minimum of 9 credit hours.

All of the entrepreneurship courses will be offered on both St. Thomas and St. Croix. Any pre-requisite courses will be available via on-line, self-paced pass/fail courses. An example would be entrepreneurial marketing. Those with no previous exposure to marketing will need to take the MKT 100 on-line course (Concepts in Marketing) before taking the entrepreneurial marketing course (ENT 315).

Four courses are available this fall: Introduction to Entrepreneurship (ENT 200, a required course for both the entrepreneurship minor and certificate), Entrepreneurial Marketing (ENT 315), MKT 100 (on-line Concepts in Marketing course) and Digital Entrepreneurship (COM 435). Other program courses can be seen on the website (<http://www.uvi.edu/academics/school-business/programs/entrepreneurship/default.aspx>)