

# Food & Beverage Entrepreneurship - B.S.

**Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.**

The Food & Beverage Entrepreneurship bachelor's degree program provides Baking & Pastry Arts, Culinary Arts and other associate degree graduates with the business skills necessary to open their own businesses and/or work in a management capacity at an existing food- or beverage-related venture.

Upon completion of the program, graduates are expected to:

- Evaluate human, financial and other resources in the entrepreneurial ecosystem that support or inhibit new ventures.
- Communicate effectively to diverse audiences, regarding different purposes and situations, through a variety of professional methods.
- Apply ethical principles in response to common entrepreneurial decisions and challenges.
- Develop a business plan for an innovative product or service in a food or beverage-related market.
- Analyze the sources of funding available for food and beverage-related ventures and use decision support tools to determine effective structures for early-stage investments.

Graduates receive training from an integrated mix of custom entrepreneurial courses and business classes to build the necessary business knowledge-base to capitalize on their skills and passions. Opportunities also exist for students to study abroad. The university's faculty advising system helps guide and facilitate student choices.

Graduates are better prepared to both operate their own business and act as a proponent of intrapreneurship within existing organizations. An integrated mix of custom entrepreneurial courses, business classes, and extensive experiential opportunities (inside and outside of classes) prepares students for their careers as business starters and/or corporate intrapreneurs in an extensive variety of industries. Typically students enter in these varied career paths as junior managers-in-training for more responsible management positions.

## Food & Beverage Entrepreneurship

A four-year program leading to the bachelor of science degree for graduates of two-year associate degree programs or equivalent

First two years: 90-96

Associate degree or equivalent. Students must meet program's general education requirements listed below.

OR

in Baking & Pastry Arts

OR

in Culinary Arts

Third and fourth years:

Business Foundations		
ACCT1210	Financial Accounting	4.5
ACCT1220	Managerial Accounting	4.5
CAR0010	Career Management	1
FISV2000	Finance	4.5
FIT1040	Spreadsheet Design for Business Solutions	4.5
LAW2001	The Legal Environment of Business I	4.5
Major Courses		
ECON1001	Macroeconomics	4.5
ENTR1001	Introduction to Entrepreneurship	4.5
ENTR2030	Pitching & Planning New Ventures	4.5
ENTR3050	Forming & Launching New Ventures	4.5
or ENTR3060	Financing New Ventures	
ENTR4050	Food & Beverage Ventures Capstone	4.5
Major Electives		
Choose three of the following:		13.5
BUS4799	College of Business Internship *	
CUL3020	Foundations of Wine	
CUL3092	Brewing Arts	

CUL3093	Coffee, Tea and Non-alcoholic Beverage Specialist
CUL4045	Spirits and Mixology Management
CUL4963	Sommelier Training — Germany *
ENTR3010	Small Business Consulting
ENTR3025	Growth and Sustainability for Small Business
ENTR3030	Marketing for Entrepreneurs
ENTR3050	Forming & Launching New Ventures
ENTR3060	Financing New Ventures
ENTR4010	Change and Innovation Management
MGMT4020	Strategic Management

### A&S Core Experience

Integrative Learning	4.5
One ILS course at the 4000 level	
Arts and Humanities	9
PHIL3240	Ethics: A Global Perspective
One course from ART, HIST, HUM±, LIT or REL	
Mathematics	4.5
MATH2001	Statistics
Social Sciences	9
ECON1002	Microeconomics
One course from ANTH°, LEAD, PSCL, PSYC or SOC	
A&S Elective	4.5
One course with an EASC attribute, at 3000 level or higher.	
Total Credits	91.0
Four-Year Credit Total	181.0-187.0

\* Students may choose up to 13.5 internship credits or 9 study abroad credits and one major elective.

### \*\* General Education Requirements

All students are required to complete MATH1002 A Survey of College Mathematics (or higher, based on student's placement) or its equivalent.

For students without an awarded Associate in Science degree from a regionally accredited institution, the following courses are required in order to meet minimum accreditation standards.

Transcripts for these students will be evaluated to determine transfer credit eligibility for the following courses:

ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	4.5
Science	One course from BIO^, CHM±, PHY° or SCI	4.5
A&S Elective	One course with an EASC attribute	4.5

\*\* Students must complete 14 courses (at least 60–63) credits of general studies within the B.S. degree.

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

°PHY courses are not offered in Charlotte.

°°ANTH courses are not offered in North Miami or Charlotte.

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is

applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.