

Food & Beverage Entrepreneurship - B.S.

The Food & Beverage Entrepreneurship bachelor's degree program allows students the opportunity to study an integrated mix of food and/or beverage courses, entrepreneurial and business classes, and a variety of experiential opportunities both inside and outside of the classroom. This program prepares students for careers as innovators creating and managing food-and/or beverage-related small businesses and start-ups or to work as a proponent of intrapreneurship and innovators within existing organizations. Students begin their studies focused on the craft of food, exploring and developing their passion, and then expand their focus into business and entrepreneurship studies. Throughout the course of study, students learn what it takes to begin their own food and/or beverage venture that includes developing a business plan, resource management, finance, marketing, leadership and innovation. Opportunities exist for students to engage in internship or study abroad.

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.

Food & Beverage Entrepreneurship

A four-year program leading to the bachelor of science degree

Foundation Courses

Choose Culinary Arts or Baking & Pastry Arts Foundation 21

Culinary Arts

CUL1100	Introduction to Culinary Skills and Techniques
CUL1210	Breakfast & Lunch Cafe
CUL1320	Elements of a la Minute Cooking
CUL1410	Contemporary Cooking & Leadership Functions
CUL2510	Contemporary Restaurant Operations and Management
CUL2610	Baking and Pastry Concepts for Culinary Operations
FSM2045	Introduction to Menu Planning and Cost Controls

Baking & Pastry Arts

BPA1701	Foundations of Baking and Pastry
BPA1710	Principles of Cake Production and Design
BPA1720	Plated Desserts
BPA1730	Artisan Bread & Viennoiserie I
BPA1750	Chocolate, Confections & Mignardise
BPA2720	Artisan Cafe
FSM2025	Food and Beverage Cost Control

Major Courses

ENTR2001	Introduction to Entrepreneurship	3
ENTR2030	Pitching & Planning New Ventures	3
ENTR3015	Small Business Management	3
ENTR3030	Marketing for Entrepreneurs	3
ENTR4010	Change and Innovation Management	3
ENTR4055	Entrepreneurship Seminar	3
FSM1165	The Food Safety Manager *	1
FSM3035	Supervision for Food Service Professionals	3
FSM3040	Food Service Financial Systems	3
FSM3215	Culinary Operations and Facility Management	3
LAW2001	The Legal Environment of Business I	3

Major Electives **

Choose 12 credits of the following: 12

Any 3000 level or higher course offered from the College of Food Innovation & Technology or Entrepreneurship courses (ENTR subject code)

BPA1740	Artisan Bread & Viennoiserie II
BPA2710	Advanced Pastry Applications
CFIT2699	College of Food Innovation & Technology Intermediate Internship (6-12 credits)
CFIT2799	College of Food Innovation & Technology Intermediate Internship (6-12 credits)

CUL2710	Banquets and Catering	
CUL2810	Global à la Carte	
CULN2414	Cooking for Health and Wellness	
CULS2010	Introduction to Food Product Development	
CULS2210	Food Science	
Related Professional Studies		
CAR0010	Career Management	1
FYS1020	First-Year Seminar	1
A&S Core Experience		
Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, one at the 4000 level		
Arts & Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
SCI1050	Nutrition	
Social Sciences		6
ECON1002	Microeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		6
ECON1001	Macroeconomics	
One course with an EASC attribute		
Free Electives #		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		123.0

* Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

** Students pursuing an associate degree in Culinary Arts or Baking & Pastry Arts must complete 12 credits of experiential learning.

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?