

Food & Beverage Entrepreneurship - B.S.

Curriculum

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 18

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	

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	

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
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	
ENG3210	Food Media Presentation Skills	

Related Professional Studies

CAR0010	Career Management	1
FSM1165	The Food Safety Manager **	1
FSM2045	Introduction to Menu Planning and Cost Controls	3
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 pursuing an associate degree in Culinary Arts or Baking & Pastry Arts must complete 12 credits of experiential learning.

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

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 students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

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, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. 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 some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

Accelerated Program Options

J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications, and plans. The undergraduate student

may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program, must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

Note: Not all graduate courses are included as part of this policy. Courses offered as part of the Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

Eligibility Criteria:

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed & registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

Appeal to Eligibility Criteria: College Dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College Dean / designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.