Food & Beverage Entrepreneurship - B.S.

As of June 23, 2020, programs in this catalog will no longer be offered to new students at the North Miami campus. At the close of the 2020-2021 academic year (subject to possible courses through the summer of 2021), no programs in this catalog will be offered to any student at the North Miami campus, as the Denver and North Miami campuses will be closing after the end of the 2020-2021 academic year (subject to possible courses through the summer of 2021).

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 entrepreneurship studies. In collaboration with academic colleges across all four JWU campuses, JWU students at the North Miami campus. At the close of the 2020-2021 academic year (subject to possible courses through the summer of 2021), no programs in this catalog will be offered to any student at the North Miami campus.

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

<table>
<thead>
<tr>
<th>Culinary Arts</th>
<th>21</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL1100</td>
<td>Introduction to Culinary Skills and Techniques</td>
</tr>
<tr>
<td>CUL1210</td>
<td>Breakfast &amp; Lunch Cafe</td>
</tr>
<tr>
<td>CUL1320</td>
<td>Elements of a la Minute Cooking</td>
</tr>
<tr>
<td>CUL1410</td>
<td>Contemporary Cooking &amp; Leadership Functions</td>
</tr>
<tr>
<td>CUL2510</td>
<td>Contemporary Restaurant Operations and Management</td>
</tr>
<tr>
<td>CUL2610</td>
<td>Baking and Pastry Concepts for Culinary Operations</td>
</tr>
<tr>
<td>FSM2045</td>
<td>Introduction to Menu Planning and Cost Controls</td>
</tr>
</tbody>
</table>

Baking & Pastry Arts

| BBA1701       | Foundations of Baking and Pastry |
| BBA1710       | Principles of Cake Production and Design |
| BBA1720       | Plated Desserts |
| BBA1730       | Artisan Bread & Viennoiserie I |
| BBA1750       | Chocolate, Sugar and Confections |
| BBA2720       | Artisan Cafe |
| FSM2025       | Food and Beverage Cost Control |

Major Courses

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

Related Professional Studies

| CAR0010        | Career Management |

Major Electives**

Choose four of the following:

<table>
<thead>
<tr>
<th>Food &amp; Beverage Entrepreneurship - B.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any 3000 level or higher course offered from the College of Food Innovation &amp; Technology or Entrepreneurship courses (ENTR subject code)</td>
</tr>
<tr>
<td>BPA2710</td>
</tr>
<tr>
<td>CFT2699</td>
</tr>
<tr>
<td>CFT2799</td>
</tr>
<tr>
<td>CUL2710</td>
</tr>
<tr>
<td>CUL2810</td>
</tr>
<tr>
<td>CUL5210</td>
</tr>
</tbody>
</table>

A&S Core Experience

<table>
<thead>
<tr>
<th>Communications Foundation Courses</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG1020</td>
<td>English Composition</td>
</tr>
<tr>
<td>ENG1021</td>
<td>Advanced Composition and Communication</td>
</tr>
<tr>
<td>ENG1030</td>
<td>Communication Skills</td>
</tr>
</tbody>
</table>

Integrative Learning

<table>
<thead>
<tr>
<th>Two ILS courses, one at the 2000 level, one at the 4000 level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Humanities: PHIL3240 Ethics: A Global Perspective</td>
</tr>
<tr>
<td>Mathematics: MATH1002 A Survey of College Mathematics (or higher, based on student's placement)</td>
</tr>
<tr>
<td>MATH2001</td>
</tr>
</tbody>
</table>

Science

<table>
<thead>
<tr>
<th>SCI1050</th>
<th>Nutrition</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Social Sciences</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON1002</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>One course from ANTH**, LEAD, PSIC, PSYC or SOC</td>
<td></td>
</tr>
</tbody>
</table>

A&S Electives

| 6 |

<table>
<thead>
<tr>
<th>Economics</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON1001</td>
<td>Macroeconomics</td>
</tr>
<tr>
<td>One course with an EASC attribute</td>
<td></td>
</tr>
</tbody>
</table>

Free Electives *

| 15 credits selected from 1000–4999 numbered offerings within the university |
| Total Credits | 122.0 |

* 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 adviser before scheduling free elective credits.

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

**HUM courses are not offered in North Miami or Online.
**ICAD 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 are assessed in 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 four 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. Financial aid is applicable and
scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?