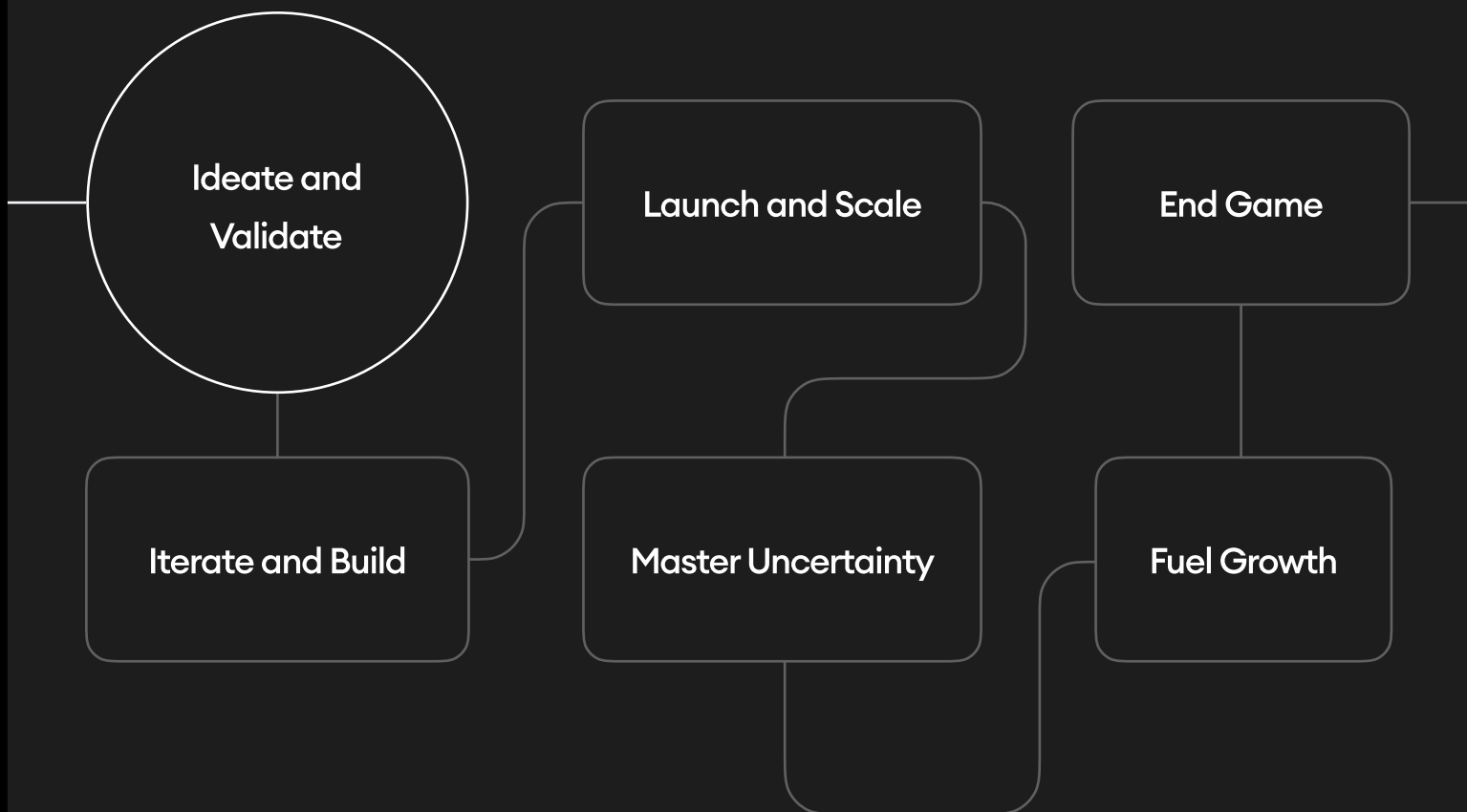


BS in Entrepreneurship Curriculum Overview

A unique collaboration with William Jewell College

A fiercely practical degree to take your idea from zero to one



Launch a thriving, scaling business and earn your bachelor's degree

The B.S. in Entrepreneurship takes the typical steps of a business launch and breaks them down into six semesters. At the heart of every semester sit hyper-practical courses.

The program is designed to guide you through the most challenging stages of starting and scaling a business: from uncovering a deeply felt customer pain, to finding the 'heat' of early traction and turning it into a sale and then repeatable growth.

Entrepreneurship requires you to take risks and make mistakes. That's why the curriculum is designed to give you time to get things wrong, course-correct, and then accelerate

Courses, credits, and semesters

The curriculum is made up of courses across six semesters, which build to a 90 credit-hour Bachelor of Science in Entrepreneurship, awarded by William Jewell College. Students who already hold an associate degree can take an accelerated route: a 30 credit-hour core path, completed in one year.

You are not learning to start a business. You are becoming a founder.

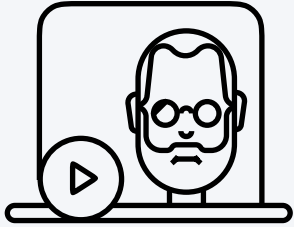


This program is designed for people who dream of owning their own business but are held back by a thread of self-doubt.

Beyond the practical tactics you need to make progress, the program explores the habits, mindset, and character of modern entrepreneurs. On the full degree, every semester includes a Mentorship course built around one quality that founders need, from empathy in the first semester to leadership in the last. The Critical Thought and Inquiry courses add the bigger questions: who you are, how you relate to others, and how you want to live and lead.

How you'll learn

Every week of the program brings together three things: practical work on your own venture, support from your 121 mentor, and a meeting with your squad



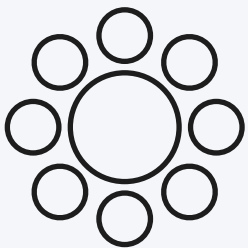
Rich, practical tasks

Courses combine on-demand Masterclass videos with practical assignments, and in the entrepreneurship courses every assignment is applied directly to your venture. You'll interview customers, test your riskiest assumptions, build and sell your product, and model your numbers. What you submit is real work - work that you would otherwise need to do when launching a business.



121 mentorship support

You'll be assigned a 121 mentor with specialist knowledge of your industry. Each week, your mentor helps you review your progress, challenge your thinking, and make the decisions that move your venture forward.



A weekly squad

You'll join a squad of students at the same stage as you. Your squad meets every week to discuss the material, apply it to each of your ventures, and keep each other on track.

Every course has a job to do

Most degrees ask you to study business. This one asks you to build one.

The entrepreneurship courses at the heart of the B.S. follow the order in which a new business is built, and each one arrives when your venture needs it: customer discovery before prototyping, a first sale before growth channels, unit economics before fundraising.

Alongside them, you'll take four business foundation courses (Leadership, Management, Microeconomics, and Business Law) and a set of Critical Thought and Inquiry (CTI) courses from William Jewell College's general education core.

The CTI courses ask the big questions: who you are, how you see others, how power and belief shape society, and how you want to live and lead.

Entrepreneurship major

hyper-practical courses
applied directly to your venture

Business foundations

Leadership, Management,
Microeconomics, and Business Law

Mentorship reflections

six courses, one entrepreneurial quality
per semester, built on your weekly
sessions with your 121 mentor

Critical Thought and Inquiry

general education courses that build
rounded personal and entrepreneurial
character

Two routes to your degree

Some credit, but
less than an
Associates
degree

Credits: 90

For students starting their degree, or
with some college credit already
earned.

No minimum credit requirement to start

Complete in as little as one to two years,
depending on the credits you've already
earned

At least
60 credits

Credits: 30

For students who already hold an
associate degree.

Complete in one year

All 30 credits are taken with us: prior
credit can't replace courses on the core
path

The BS in Entrepreneurship at a glance

90 credits across six semesters

Semester 1: Ideate and Validate

12 credits

ENT 101 Opportunity
Identification (2 credits)

ENT 102 Problem Solving
(4 credits)

CTI 150 Identity and
Society (2 credits)

ENT 103 Risk Assessment
(2 credits)

Mentorship 101: Empathy
(2 credits)

Semester 2: Iterate and Build

16 credits

ENT 150 Entrepreneurial
Venture (2 credits)

ENT 208 Entrepreneurial
Cash Flow
Management, with CTI
105 Math for the Liberal
Arts (2 + 4 credits)

CTI 100 Responsible Self
(4 credits)

ENT 201 Prototyping (2
credits)

Mentorship 102:
Creativity (2 credits)

Semester 3: Launch and Scale

16 credits

ENT 200 Design Thinking (2 credits)

BUS 300 Leadership (4 credits)

ENT 202 Lean Process Launch (2 credits)

CTI 286 Gender, Power and Justice (4 credits)

ENT 300 Entrepreneurial Development and Strategy (2 credit)

Mentorship 103: Objectivity (2 credits)

Semester 4: Master Uncertainty

15 credits

AI in Entrepreneurship (3 credits)

Evidence-Based Decision Making (2 credits)

CTI 228 Christianity and Politics (4 credits)

BUS 202 Management (4 credits)

Mentorship 104: Resilience (2 credits)

Semester 5: Fuel Growth

15 credits

ECO 101 Microeconomics (4 credits)

Funding Growth and Scaling (3 credits)

CTI 209 Game Changers: Leadership through Literature and Film (4 credits)

Channels, Funnels and Loops (2 credits)

Mentorship 105: Commerciality (2 credits)

Semester 6: End Game

16 credits

Brand and Storytelling (1 credit)

Venture Exit (1 credit)

EBUS 231 Business Law,
with CTI 102 Written
Communication (8
credits)

ENT 450 Entrepreneurial
Capstone (4 credits)

Mentorship 106:
Leadership (2 credits)



Semester 1

Ideate and Validate

Find a customer pain worth solving, and put your idea to the
test

ENT 101 • 2 credit hours

Opportunity Identification

Every strong business starts with a customer in pain.

Customers in deep pain are highly motivated to act: they are more likely to take a call, more likely to buy, more willing to trust a brand they've never heard of, and more likely to refer others. In this course, students use research and interviews to uncover a deeply felt customer pain, giving them a much higher chance of launching a high-potential business.

ENT 102 • 4 credit hours

Problem Solving

Promising early-stage ideas connect a real customer problem to a clear audience niche. This course introduces the value proposition statement, the simple formula of [Problem] + [Audience] + [Solution]. Solutions come in all shapes and sizes, and the best are designed from a deep understanding of a specific group of people who share a problem. Students run a series of qualitative tests to find the value propositions that provoke the strongest reactions from their target audience.

CTI 150 • 2 credit hours

Identity and Society

Every conversation with a customer, co-founder, or investor is shaped by how we see ourselves and each other. This introductory course explores how we interact with others through the creation and perception of personal identities. Students reflect on how they enact their own ideological, cultural, and contextual assumptions in the way they perceive themselves and others, while learning to engage in constructive, authentic communication.

ENT 103 • 2 credit hours

Risk Assessment

This course introduces the risky assumptions framework, which breaks a business down into a single, test-ready sentence: "I am (the right founder) to target (a reachable audience) that is (willing to buy) my (sellable solution) that (makes me money)." Students interrogate each of the five areas of risk, pinpoint the one that poses the greatest threat to their business, and run targeted tests. They finish the course having tested their most critical assumptions, with a plan for the tests to come.

ENT TBC • 2 credit hours

Mentorship 101: Empathy

Each semester, students reflect on the progress they've made through weekly sessions with their 121 mentor, pointing to the practical work they've done on their venture and the development of their entrepreneurial character. This first course in the sequence centers on empathy: the ability to see opportunity in the ordinary lives of customers. Students spend time with customers in their target market, observing and recording the behaviors, frustrations, and workarounds that reveal unmet needs, then reflect on which conversations uncovered deep insight rather than surface-level detail.



Semester 2

Iterate and Build

Run bold experiments, shape the first version of your product,
and build numbers that add up

ENT 150 • 2 credit hours

Entrepreneurial Venture

By now, students understand the importance of demand validation and early-stage experiment loops. This course shows the power of big, bold experiments, such as changing the niche or the solution, over small, unambitious ones, such as changing the color of a "Call to Action" button on a landing page. Students then work through six experiment weeks with the aim of making their first sale, either of their core idea or of a separate offer that brings them closer to their customer.

ENT 208 • 2 credit hours

Entrepreneurial Cash Flow Management

This course turns rough numbers into a business that can pay its way. Students stress-test their business model, set a firm price, and build their unit economics: gross profit, contribution margin, and break-even. They then calculate customer lifetime value, explore upsells and recurring revenue to lift it, and model burn rate and runway to break-even, including the cost of their own time. The course ends with a one-page viability model that brings it all together.

CTI 105 • 4 credit hours • taken
alongside ENT 208

Math for the Liberal Arts

Every pricing decision and forecast rests on numbers. Taken alongside Entrepreneurial Cash Flow Management, this course helps students apply fundamental mathematical techniques, from algebra to statistics, and abstract concepts to practical, entrepreneurial situations. Topics include finite mathematics, statistics, and other selected areas.

CTI 100 • 4 credit hours

Responsible Self

Before deciding what to build, it helps to know what you believe. Required of every William Jewell College student in their first year, this humanities course is organized around questions of epistemology, ontology, and ethics: What can we know? What is real? How should we live? Students wrestle with these questions from several distinct cultural and ideological perspectives, through literature and primary texts in religion and philosophy.

ENT 201 • 2 credit hours

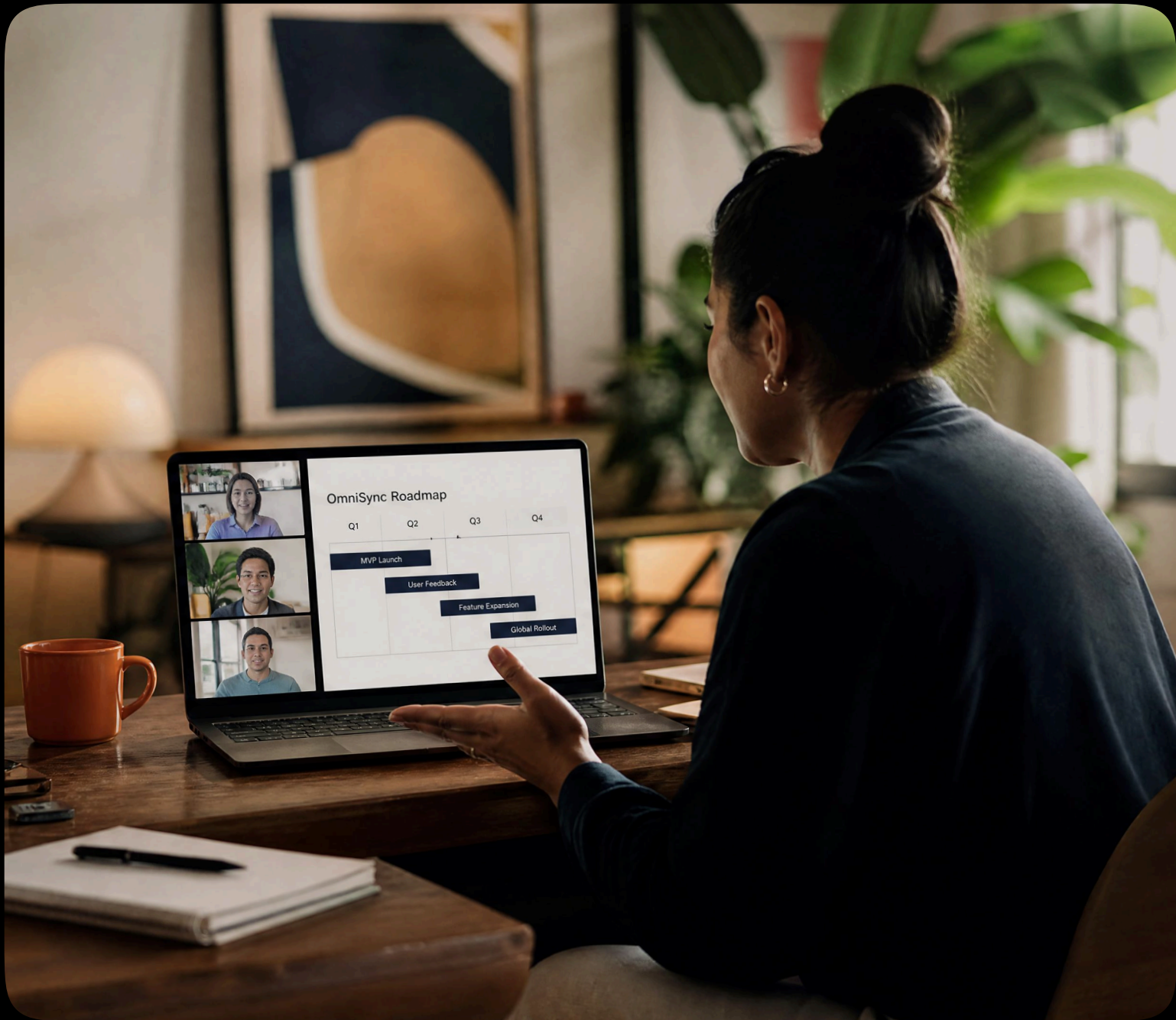
Prototyping

This course builds confidence in the shape and scope of the first version of the product: the low-fidelity MVP. Students think with precision about their customers' underserved needs, looking for the feature gaps left by the positioning and design of competing products and solutions. They learn to use a wide range of proxy products to minimize effort and maximize learning, and finish with an experiment log and insight report showing how their MVP has evolved toward product-market fit.

ENT TBC • 2 credit hours

Mentorship 102: Creativity

The second Mentorship course centers on creativity: the skill of translating customer pain into opportunity. Drawing on their weekly sessions with their 121 mentor, students generate, compare, and refine solution concepts that respond directly to the customer needs uncovered in their discovery work. They discard and prioritize ideas, sharpen their proposition in response to feedback from their mentor and target customers, and reflect on how their creativity has developed over the semester.



Semester 3

Launch and Scale

Ship a product customers can pay for, win your first ten customers, and plan for growth

ENT 200 · 2 credit hours

Design Thinking

A high-intensity build phase in which students turn validated insights into a sellable, working MVP. They learn to balance quality and speed, make trade-offs between desirability, feasibility, and viability, and prepare to ship a version that real customers can pay for. The core idea is the minimum scope needed to learn and launch. The course ends with Demo Week, where students present their MVP, their customer outcomes, and the lessons they've learned.

BUS 300 · 4 credit hours

Leadership

Every growing business eventually needs its founder to lead. This course explores the timeless principles of leadership through classical texts and philosophical thought. Students engage with foundational works by thinkers such as Plato, Aristotle, Machiavelli, and Confucius, along with contemporary leadership theorists, to examine the ethical, strategic, and psychological dimensions of leadership. It is designed for business students who want to strengthen their leadership skills through rigorous intellectual inquiry and practical application.

ENT 202 · 2 credit hours

Lean Process Launch

Students learn to sell and deliver their solution with confidence. This course reframes sales as problem-solving, and teaches ethical persuasion, cold and warm outreach, and how to create value after the sale. The core idea is that sales is validation: every closed deal tests value and trust. Students are assessed on their ability to win 10 paying customers and deliver outcomes that turn them into advocates.

CTI 286 · 4 credit hours

Gender, Power and Justice

The organizations founders build inherit long-standing questions about who holds power. Gender, like race and class, is one of the fundamental categories that have affected, if not determined, people's experience of power and justice. This interdisciplinary social science course looks in particular at the experiences of women and men from the 18th century to the present, examining both the theory and the reality of women's roles in the family, the workplace, and the state, and how those roles have changed over time.

ENT 300 · 2 credit hours

Entrepreneurial Development and Strategy

Two courses sharing one description. Show both titles and both credit lines.

Taken together, these two courses move students beyond founder hustle, teaching the systems and mindset needed for scalable growth. Students learn to design, prioritize, and measure growth experiments across channels, building a repeatable way to grow rather than chasing one-off wins. The courses end with a 90-day growth plan that sets out key experiments, leading indicators, and growth priorities for the next quarter.

ENT TBC · 2 credit hours

Mentorship 103: Objectivity

The third Mentorship course centers on objectivity: the humility and readiness to hypothesize, test, and iterate toward growth. With their 121 mentor, students record their core beliefs about the venture as falsifiable hypotheses, each with clear criteria for success and failure, and prioritize the hypotheses that carry the greatest risk. The aim is to let the evidence, rather than their own conviction, shape the direction of the business.



Semester 4

Master Uncertainty

Put AI to work in your business, make better decisions with imperfect evidence, and keep going when results are hard

ENT TBC • 3 credit hours

AI in Entrepreneurship

This course gives students a working understanding of the foundational logic of large language models (LLMs), and shows them how to apply it to create radical efficiencies across their venture. Students explore how LLMs generate outputs, where they can be trusted, and where they fail. They then audit the operations, sales, and product development processes in their own business to find those best suited to automation or augmentation. Finally, they build and test AI-enabled workflows, measuring their impact on time, cost, and quality, and share the results with their squad and mentor each week.

ENT TBC • 2 credit hours

Evidence-Based Decision Making

Entrepreneurs rarely have complete information, so they need a reliable way to decide without it. This course introduces the foundations of behavioral economics and the science of decision making under uncertainty. Students examine the cognitive biases and heuristics that distort entrepreneurial judgment, including overconfidence, anchoring, and confirmation bias, and learn to replace intuition with approximate but proportionate evidence. Applying estimation, forecasting, and assumption testing to their own venture, they measure and progressively reduce the uncertainty behind their most consequential business decisions.

CTI 228 · 4 credit hours

Christianity and Politics

Every market is shaped by the beliefs and values of the society around it. This course examines major current controversies over the political implications of Christian teachings, and over the role of religion, particularly Christianity, in the public life of the United States. Focusing on economic and social questions and the debate over the separation of church and state, students explore how political perspectives are shaped by religious worldviews and assumptions. Topics include the ethical bases of capitalism and socialism, the historic role of religion in American public life, and conflicting attempts to establish a Christian perspective on political questions. Readings reflect a diversity of religious and political perspectives.

BUS 202 · 4 credit hours

Management

As a business grows, the founder's job shifts from doing the work to managing it. This course gives students a strong foundation in management and effective business communication, the essential building blocks for the study of business. Students are introduced to the four functions of management (planning, organizing, leading, and controlling), which serve as lenses for examining a range of contemporary business issues and practices.

ENT TBC · 2 credit hours

Mentorship 104: Resilience

The fourth Mentorship course centers on resilience: the capacity to absorb difficult results and hard stages of the business while continuing to learn. With their 121 mentor, students analyze a significant setback in their venture, separating what was within their control from what was not, and examine the habits and support that sustain their momentum. They reflect on how their resilience has developed, and set priorities for their venture and their own development in the semester ahead.



Semester 5

Fuel Growth

Choose the right funding, find the channels that compound, and
sharpen your commercial instincts

ECO 101 • 4 credit hours

Microeconomics

Growing a business means understanding the market it competes in. This course introduces the discipline of economics, with an emphasis on microeconomics: the study of how firms behave. It covers a range of economic concepts, including supply and demand analysis, consumer choice, and cost of production. Students gain an understanding of the basic models of product and labor markets, and how those markets are affected by the competitive structure in which a firm operates.

ENT TBC • 3 credit hours

Funding Growth and Scaling

This course examines the routes to funding available to the modern founder, from bootstrapping, grants, and revenue-based finance to angel, venture capital, and crowdfunding investment. Students analyze the trade-offs of each route in terms of control, dilution, speed, and risk, and assess how well each fits the stage and ambition of their own venture. Drawing on this analysis, they devise a funding strategy that supports sustainable growth and scale, with a plan for approaching the right funding sources.

CTI 209 • 4 credit hours

Game Changers: Leadership through Literature and Film

Every founder sets out to change something. This interdisciplinary humanities course examines how stories shape our understanding of leadership, ethics, and change across traditions and historical periods. Drawing on literature and film from diverse perspectives, students analyze figures whose choices transformed communities, institutions, and social systems, with varied outcomes and consequences. The course considers how "game changers" challenge established ways of organizing society, shaping economic life, and wielding influence, and the enduring questions they raise about negotiation, responsibility, and ethical leadership. Along the way, students explore how storytelling traditions both sustain and challenge cultural values, and the tension between innovation and tradition.

ENT TBC • 2 credit hours

Channels, Funnels and Loops

This course examines the modern marketing tactics that new ventures use to acquire, convert, and retain customers. Through case studies of businesses that succeeded and failed, students analyze how acquisition channels, conversion funnels, and growth loops combine to create repeatable, compounding growth. They then critically appraise the growth options available to their own venture, mapping their current funnel and identifying the channel and loop combinations with the greatest potential.

ENT TBC • 2 credit hours

Mentorship 105: Commerciality

The fifth Mentorship course centers on commerciality: a readiness to take decisive action to build a growing, profitable business. With their 121 mentor, students document and discuss the critical commercial decisions they've taken so far, examine the economics of their venture, and act on the factors that most influence its growth and profitability.



Semester 6

End Game

Sharpen your story, protect what you've built, and plan the future
of your venture

ENTTBC • 1 credit hour

Brand and Storytelling

Storytelling is a core entrepreneurial skill. In this course, students examine the principles of narrative, brand positioning, and persuasion, and rehearse the story of their venture's origin and potential for the audiences every founder must be ready to persuade: customers, investors, prospective hires, and partners. Through repeated practice and feedback from their squad and mentor, students develop a compelling brand narrative and learn to adapt it with confidence for each audience.

ENTTBC • 1 credit hour

Venture Exit

This course examines the ways value can be released from a venture, from dividends and secondary share sales to employee ownership, management buyouts, acquisition, and public listing. Students analyze the principles of business valuation, the drivers of exit value, and what each route means for the founder, the team, and the future of the business. They then evaluate the ownership and exit options most relevant to their own venture, and identify the decisions they can take today to maximize its future value.

EBUS 231 with CTI 102 • 8 credit hours

Business Law, with Written Communication

Every contract signed, hire made, and product sold has legal consequences. This course covers the elementary concepts of constitutional law, criminal law, torts, and contracts, with an emphasis on how the law in these areas affects business decision-making. Students also study the American system of jurisprudence, how the federal and Missouri state courts are organized, and the basic rules of litigation procedure in each court system. The course is taken together with CTI 102 Written Communication, from William Jewell College's general education core.

ENT 450 • 4 credit hours

Entrepreneurial Capstone

The program closes with a capstone that brings together everything students have built and learned. Students assess and develop their entrepreneurial mindset and skill set by mentoring a younger MIC Fellow and learning how to be an effective mentor. They also develop a business plan for a new business concept, taking their feasibility studies to market and beginning to seek financing through a range of presentation outlets.

ENT TBC • 2 credit hours

Mentorship 106: Leadership

The final Mentorship course centers on leadership: the ability to inspire alignment and action from a growing group of stakeholders. With their 121 mentor, students map the people critical to their venture, from customers and team members to investors and partners, and what each needs from the business, then set out the vision, priorities, and responsibilities for its next stage. As the last course in the sequence, it also asks students to reflect on how their entrepreneurial character has grown across the whole program, and to set priorities for their venture beyond graduation.

Assessments and assignments

The B.S. in Entrepreneurship is designed to help you build a sustainable, growing business, not to test your memory of business theory.

That's why the entrepreneurship courses at the heart of the degree are assessed through richly practical work, matched to the stages of building a real business. Instead of taking exams, you'll provide real-world evidence of the work you've done. In Lean Process Launch, for example, you'll be assessed on your ability to win 10 paying customers and deliver outcomes that turn them into advocates. In AI in Entrepreneurship, you'll build an AI-enabled workflow inside a live area of your venture and measure its impact on time, cost, or quality.

Most courses follow the same pattern: two practical assignments, then a ten-minute video reflection in which you explain what you've learned and commit to your next decision.

In the entrepreneurship courses, each submission is a practical task designed to keep you accountable for your venture's progress. Courses are delivered in sequence, semester by semester, so each one builds on the last.

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