JMI was established in 1995 through generous donations from automobile industry legend Jim Moran and his wife, Jan, and from JM Family Enterprises, Inc.
Jim Moran Institute Mission

The mission of the Jim Moran Institute for Global Entrepreneurship is to nurture the growth and development of entrepreneurship in the global marketplace through practical assistance, applied education, and public recognition.
Entrepreneurial Roundtables
Entrepreneurship Bootcamp for Veterans with Disabilities
www.cob.fsu.edu/jmi/
Major in Entrepreneurship

Message from the Director

Dear Students,

If you have ever thought of starting and running your own business, you need to consider enrolling in entrepreneurship. Students in the Entrepreneurship program learn how to find business opportuni- ties and turn their visions into reality. Entrepreneurs are the new breed of entrepreneurs, and what this means is that they are the most versatile and influential members of our community.

Why Major in Entrepreneurship?

The Entrepreneurship Major in the Bachelor of Science degree in Business Administration

- Prepares students to entrepreneurial concepts and practices
- Emphasizes understanding entrepreneurship
- Strengthens exposure to successful entrepreneurs
- Is taught by faculty who have been entrepreneurs or have worked extensively with entrepreneurs
- Complements other business majors as a double major

For more information:

Jim Comer, Ph.D.
Florida State University, The College of Business
821 Academic Way
PO Box 306-1110
Tallahassee, FL 32306-1110
908-626-3132
jcomer@fsu.edu

Here’s what our students are saying about the Entrepreneurship Major

Nick Davis
LandMark Systems

“The entrepreneurial concentration and my experience with the Jim Moran Institute helped develop my business insight. The skills that I acquired at FSU assisted me in starting my new business. The professors have helped me to accomplish my goals in my new company.”

Steve Moss
Friend, Gulf Coast Financial

“The entrepreneurship program at the Florida State University helped me gain valuable knowledge and develop my small business expertise. With the help of the ESBM (Entrepreneurship) program, I was able to graduate and follow a path to developing a successful business.”

Application Requirements

- Interested in starting a business
- Active learner and adaptable thinker
- Attentive to the College of Business

Students and businesses are invited to consider the following:

1. Introduction to Entrepreneurship GEB 3100
2. Managing the Small, Inc. GE 4113
3. Business Plan Development GEB 4110
4. Entrepreneurial Seminar GEB 4301

Applicants should have a minimum GPA of 3.0 and be recommended by a faculty member.

Program of Study

- Required courses are taken in the following order (i.e.):
  1. Introduction to Entrepreneurship GEB 3100
  2. Managing the Small Inc. GE 4113
  3. Business Plan Development GEB 4110
  4. Entrepreneurial Seminar GEB 4301

- Students interested in starting a business are encouraged to consider the following courses:
  1. CD in Small Business Analysis and Entrepreneurship GEB 4304
  2. Core Accounting & Analysis for Business Decisions GEB 3331
  3. Problems in Financial Management FIN 4424
  4. Introduction to Hospitality & Tourism Management HTR 1300
  5. Service Operations Management MM 5064
  6. Human Resources Management MM 5495
  7. Principles of Entrepreneurship MAR 3481
  8. Sales Management MAR 4403
  9. Real Estate REE 3043
Business Plan Competition

Jim Moran Institute
The College of Business | Florida State University
Management

- Christopher will own and operate the business.
  - Three years of management experience.
  - Bachelor’s degree in entrepreneurship.
  - Useful experience in the industry.
- Staff will include seven employees.
Entrepreneurial Excellence Awards Showcase
Entrepreneurial Excellence Awards Showcase
Entrepreneurship Research

Jim Moran Institute
Florida State University
Entrepreneurship Resources

Tallahassee Democrat Articles

Dr. Osteryoung has been submitting articles for publication in the business section of the Tallahassee Democrat newspaper since March 2001. These articles cover a wide range of topics designed to assist local entrepreneurs.

Helping Small Businesses

Some problems seem to haunt each and every business owner. Sometimes entrepreneurs are so busy keeping the ship afloat, they don’t realize the ship’s hull is eroding. The constant flow of problems destroys the necessary entrepreneurial passion for their businesses. Dr. Osteryoung addresses the problems, but, more importantly, he offers solutions to them. He cautions entrepreneurs to quit swabbing the deck long enough to fix ship’s framework and to steer the ship. You may contact Dr. Osteryoung at 850-644-7898 or jostery@cob.fsu.edu.

View archived Small Business Articles
Journal Publications

Dr. Combs
Entrepreneurship Research

Dr. Holcomb

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