



## 2. Masters of Arts in Culinary Entrepreneurship (MACE)

### Program Highlights:

- Program focuses on the academic study of business from an entrepreneurial perspective
- Looking at the special challenges to food and beverage business via case studies and program-based learning
- Enjoy enrichment activities such as field trips, guest speakers, tours and competitions
- Participate in projects and students' clubs
- Build alumni network

### Skills Learned:

- To help students develop an entrepreneurial mindset and business skills needed to launch a new culinary venture or manage a culinary enterprise
- Skills that enables the development of intrapreneurial qualities among students who will be managing the operations of different culinary businesses
- Skills that help develop leadership qualities to start and run a viable culinary business

### Potential Career Paths:

- Own your own restaurant, café or food-related business
- Manage and run a family-owned, partnership, cooperative or social culinary business
- Develop and market new food or beverage business concepts that can be scaled-up as a global venture.
- Start and run an enterprise offering food tours and organizing food festivals.

**CURRICULUM:**

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| <b>Required</b>  | Introduction to Entrepreneurship<br>Financial Management & Accounting<br>Culinary Marketing Management   | <b>9 credits</b>  |
| <b>Electives</b>   | Economics<br>Strategic Management<br>HRM<br>Franchising<br>The Business of Wine, Spirits & Beverages<br>Culinary Product Development & Production<br>Managing a Family-Based Enterprise<br>Entrepreneurial Finance<br>Operations Management<br>Social Entrepreneurship<br>Legal Environment of Business<br>Introduction to Project Management<br>Business Communication in Korean<br>Independent Study<br>Internship | <b>18 credits</b> |
| <b>Required Credits for Graduation</b>                                 |  |                   |
| With dissertation (Optional)<br>(Dissertation carries no credit hours) |  | <b>24 credits</b> |
| Without dissertation   |  | <b>27 credits</b> |
| Internships – optional   |  | <b>6 Credits</b>  |