

Business Administration BS, Entrepreneurship Emphasis

The Entrepreneurship emphasis area will focus on students acquiring knowledge, abilities, and skills enabling them to ultimately develop and successfully launch entrepreneurial ventures in small, medium sized, corporate, and not-for-profit organizational settings.

General Education Requirements

All Business majors must meet the university general education requirements. As part of meeting the university's general education requirements, all Business majors must complete the prerequisite courses below :

ECON 1001	Principles of Microeconomics (MOTR ECON 102)	3
ECON 1002	Principles of Macroeconomics (MOTR ECON 101)	3
MATH 1030	College Algebra (MOTR MATH 130)	3
MATH 1100 or BUS AD 1107	Basic Calculus Quantitative Methods for Business	3
MATH 1105	Basic Probability and Statistics	3

Degree Requirements

All Business majors must meet College of Business G.P.A., good standing and credit requirements as outlined in the Bulletin.

Lower Division Business Core Requirements

ACCTNG 2400	Fundamentals of Financial Accounting	3
ACCTNG 2410	Managerial Accounting	3
BUS AD 2900	Legal Environment of Business	3
INFSYS 2800	Information Systems Concepts and Applications	3

Total Hours 12

Upper Division Requirements

ENGL 3120	Business Writing	3
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Upper Division Non-Business or Business Requirement

Two global awareness courses selected from an approved list maintained in the Office of Undergraduate Academic Advising in the College of Business Administration; also available on our web site.

Upper Division Business Requirements

ENT 3100	Applications of Entrepreneurship ¹	3
FINANCE 3500	Financial Management	3
SCMA 3300	Business Analytics and Statistics	3
SCMA 3301	Introduction to Supply Chain Management	3

MGMT 3600	Management and Organizational Behavior	3
MGMT 4219	Strategic Management	3
MKTG 3700	Principles of Marketing	3
A minimum of 15 additional hours of upper division approved business electives		15

Total Hours 36

¹ Course is required for BS Accounting and all BS Business Administration majors.

Assessment Requirement

MGMT 4220	Business Assessment Testing	0
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Emphasis Area Requirements

Required Courses

ENT 3100	Applications of Entrepreneurship ¹	3
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Elective

Choose five of the following courses: ² 15

ENT 3133/MKTG 3733	Customer Relationship Management (CRM)
ENT 3145	Seminar in Venture Capital and Private Equity
ENT 3150	Entrepreneurial Opportunity Evaluation
ENT 3161/MKTG 3761	Entrepreneurial Product Development
ENT 3190	Internship in Entrepreneurship ³
ENT 4100	Entrepreneurship Capstone
ENT 4114/MGMT 4614	Entrepreneurship/Small Business Management
ENT 4147	Introduction to Project Management
ENT 4199	Independent Study in Entrepreneurship ³

Total Hours 18

¹ ENT 3100 should be taken before any electives in the program.

² Other elective courses may be taken with approval of program coordinator.

³ At most, only one of ENT 3190 and ENT 4199 may be counted toward the Entrepreneurship emphasis area.

Learning Outcomes

Upon completion of the program, graduates should be able to:

- Articulate and apply foundational knowledge associated with core business disciplines (accounting, finance, supply chain management, marketing, information technology, and management). (Functional Business Knowledge)
- (a) Identify business problems and opportunities, (b) analyze relevant strategic, tactical, and operational options through qualitative and quantitative methods in order to (c) make recommendations and provide the rationale behind decisions. (Decision Making Skills)

- Identify and evaluate global business factors, including the opportunities, constraints and risks of operating across various country environments. (Global Orientation)
- Identify legal/ethical issues, assess impact, and decide on a socially responsible course of action. (Ethical Orientation)
- Students will be able to effectively communicate business issues, analyses and recommendations in written and oral presentations to stakeholders. (Business Communication Skills)
- Develop technological and quantitative skills, including those associated with statistics, data visualization and analysis, project management, social media, and those commensurate with their business specialization. (Technological Skills)
- Demonstrate interpersonal skills to collaborate within diverse teams, effectively engage with stakeholders in a professional manner, and develop leadership skills. (Interpersonal Skills)
- Utilize innovation and creativity tools and techniques to solve business and social problems.
- Describe how venture capital and private equity processes operate, and explain other sources of financing for entrepreneurial ventures.
- Demonstrate an entrepreneurial mindset by creating and launching a real-world business or social venture.
- Demonstrate expertise in applying methods and processes that support effective scaling of entrepreneurial ventures, including operational and strategic planning, project management techniques, and protecting technology.

Elective	5
15	14
Total Hours: 120	

¹ INTDSC 1003 is required only for first-time freshmen and transfer students with less than 24 college credits.

PLEASE NOTE: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester. All requirements are subject to change.

Sample Four Year Plan

First Year

Fall	Hours	Spring	Hours
INTDSC 1003 ¹		1 BUS AD 1107 or MATH 1100	3
MATH 1030	3	ECON 1001	3
ENGL 1100	3	INFSYS 2800	3
ENT 1100	3	CORE - Communication Proficiency	3
INFSYS 1800	3	EXPLORE - Humanities and Fine Arts	3
CORE - US History and Government	3		
	16		15

Second Year

Fall	Hours	Spring	Hours
MATH 1105	3	ACCTNG 2410	3
ACCTNG 2400	3	BUS AD 2900	3
ECON 1002	3	SCMA 3300	3
EXPLORE - Mathematics and Life/ Natural Sciences	3	ENT 3100	3
EXPLORE - Humanities and Fine Arts	3	EXPLORE - Humanities and Fine Arts	3
	15		15

Third Year

Fall	Hours	Spring	Hours
MGMT 3600	3	FINANCE 3500	3
MKTG 3700	3	ENT 3000-Level Elective	3
SCMA 3301	3	Cultural Diversity Requirement	3
ENT 3000-level Elective	3	Electives	6
ENGL 3120	3		
	15		15

Fourth Year

Fall	Hours	Spring	Hours
ENT 3000-level Electives	6	MGMT 4219 & MGMT 4220	3
Global Awareness Course	3	ENT 4100	3
Elective	6	Global Awareness Course	3