

Entrepreneurship

The Entrepreneurship program prepares students to start, sustain, and grow organizations.

Student Learning Goals	Student Learning Outcomes
SLG 1: Graduates will understand the processes necessary to make strategic contributions to organizations in start-ups and established firms.	SLO 1: Graduates will demonstrate a foundational knowledge of Business Ethics.
	SLO 2: Graduates will demonstrate a foundational knowledge of Business Integration and Strategic Management.
	SLO 3: Graduates will demonstrate a foundational knowledge of Global Dimensions of Business.
	SLO 4: Graduates will demonstrate a foundational knowledge of Business Finance.
	SLO 5: Graduates will demonstrate a foundational knowledge of Business Leadership.
	SLO 6: Graduates will demonstrate a foundational knowledge of Business Communications.

The program cultivates comprehensive knowledge of entrepreneurship theories and practices. Students learn how to launch, manage, and harvest a business. Students graduate with a strong understanding of various types of entrepreneurship: new venture creation entrepreneurship, small business entrepreneurship/management, and corporate entrepreneurship. This approach provides students a well-rounded perspective of entrepreneurship so they can pursue starting their own business (for profit, nonprofit, or social), manage an existing small business with entrepreneurial insights or lead entrepreneurial endeavors such as new product launches. Students will study creativity and how to manage innovations within the public and private sectors. Students will apply skills of opportunity recognition, resource leveraging, bootstrapping, and risk mitigation, through simulations, case studies, and real-world experiences. Students leave the program with a nurtured entrepreneurial mindset and the knowledge, skills, and abilities to engage in entrepreneurial endeavors in various settings.

Bachelor of Science with a Major in Entrepreneurship

General Education

College of Business General Education Requirements 38-40

ECON 201	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	
MATH 210	Elementary Statistics	
or PSY 241	Introduction to Statistics	
or DATA 211	Applied Statistics and Data Visualization	

College of Business Core Requirements

ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
ACCT 315	Legal Environment of Business	3
BUS 269	Professional Ethics	3
MGMT 301	Fundamentals of Management	3
MRKT 321	Marketing	3
BIT 220	Management Information Systems	3
BIT 302		3
BOTE 247	Spreadsheet Applications	3
FIN 353	Principles of Financial Management	3

Courses Required for Entrepreneurship Major

ACCT 321	Managerial Accounting	3
ENTR 302	Introduction to Entrepreneurship	3
INTB 307	International Business	3
MRKT 430	Professional Sales and Relationship Management	3
ENTR 304	Entrepreneurship/Small Business Management	3
ENTR 470	Entrepreneurship in the 21st Century	3
ENTR 489	Entrepreneurship and New Venture	3
FIN 360	Entrepreneurial Finance	3

Electives: Select any combination of 4 courses (12 SH) from 300-400 BADM/BUS/ENTR/INTB/MGMT/MRKT courses	12
Other Electives	16
Total Hours	120-122

Required: Entrepreneurship Portfolio

This program provides students with a robust set of entrepreneurship courses and experiential learning activities. The design provides exposure to entrepreneurship and develops an understanding of entrepreneurial concepts to various majors. Students learn how to finance, start, manage, grow, and harvest a successful business. The courses also demonstrate how to manage an existing business and how to work in a corporation that supports intrapreneurship. Students will learn that developing an entrepreneurial and innovative mindset is beneficial beyond starting or owning a business. Students completing the program develop insights on skills of opportunity recognition, innovation management, resourcefulness, and the use of creativity to gain and sustain competitive advantage.

Entrepreneurship Minor

MGMT 301	Fundamentals of Management	3
ENTR 302	Introduction to Entrepreneurship	3
INTB 307	International Business	3
MRKT 321	Marketing	3
ENTR 304	Entrepreneurship/Small Business Management	3
ENTR 470	Entrepreneurship in the 21st Century	3
Total Hours		18

Certificate Program in Entrepreneurship

The Certificate of Entrepreneurship is a series of highly interactive classes designed to instill entrepreneurial thinking in students. The certificate will provide students with the knowledge of the entrepreneurial process and how to start, finance, plan, and launch a business. The certificate is focused on the entrepreneurial mindset and emphasizes an understanding of how to recognize business opportunities; attract, value, and manage resources; and transform business opportunities into value. The certificate program culminates with an experiential application of the skills acquired in the courses.

ENTR 302	Introduction to Entrepreneurship	3
ENTR 304	Entrepreneurship/Small Business Management	3
ENTR 470	Entrepreneurship in the 21st Century	3
Total Hours		9