

Entrepreneurship (ENT)

- **Major: 60 credit hours**
- **Major GPA required for graduation: 2.25**

PROGRAM REQUIREMENTS:

- **Capstone: Business Strategy and Policy (BUS 450)**
- **Practicum: Entrepreneurship Practicum (ENT 450)**

Description of Major: Our entrepreneurship degree program provides the skills needed to innovate, create and develop business plans, raise venture capital, and manage one's own business. This unique program prepares students to examine business strategies and models for launching their own business. Students will learn to evaluate the competition and calculate risk in a new business.

Student Learning Outcomes

Students will:

- Apply critical thought regarding the environment of business.
- Understand the major concepts in the functional areas of business.
- Demonstrate the ability to be innovative and take an idea from conception to the market.
- Apply current and emerging business theories to develop a comprehensive business plan.
- Assess financial opportunities and associated risks.

Preparation: Upon completion of this unique program students will possess practical knowledge and business skills based on theory and best practices used by today's companies. Students will be prepared to harness opportunities and build a successful business. In addition, students will be able to assess capital and venture capital opportunities, research and analyze franchising plans, and evaluate consulting arrangements.

ENTREPRENEURSHIP MAJOR		60 crs.
BUSINESS CORE REQUIREMENTS		39 crs.
ACC 205	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ACC 220	ACCOUNTING INFORMATION SYSTEMS	3

<i>or</i>		
BUS 410	MANAGEMENT INFORMATION SYSTEMS	3
ACC 230	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
ECO 211	PRINCIPLES OF MICROECONOMICS	3
ECO 212	PRINCIPLES OF MACROECONOMICS	3
BUS 303	BUSINESS LAW I (or BUS 304 BUSINESS LAW II)	3
BUS 324	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)	3
FIN 308	PRINCIPLES OF BUSINESS FINANCE	3
BUS 310	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	3
MTH 170	STATISTICS	3
MGT 204	PRINCIPLES OF MANAGEMENT	3
MKT 205	PRINCIPLES OF MARKETING	3
BUS 450	BUSINESS STRATEGY AND POLICY	3

ENTREPRENEURSHIP MAJOR REQUIREMENTS 21 crs.

ENT 301	THEORY OF ENTREPRENEURSHIP	3
ENT 330	PROCESS OF ENTREPRENEURSHIP (W)	3
ENT 450	ENTREPRENEURSHIP PRACTICUM	3

FOUR ELECTIVES WHICH MUST BE AT THE 300 or 400 LEVEL 12

ELECTIVES

BUS 350	BASIC PROGRAMMING FOR BUSINESS AND CYBER DEFENSE	3
ENT 380-389	TOPICS IN ENTREPRENEURSHIP	1-3
BUS 304	BUSINESS LAW II	3
ECO 353	MANAGERIAL ECONOMICS	3
FIN 360	FINANCIAL MANAGEMENT - APPLICATIONS AND CASES (W)	3
MKT 305	CONSUMER BEHAVIOR	3
MGT/		
MKT 320	PERSONAL SELLING	3
MKT 330	PRINCIPLES OF RETAILING	3
MGT 314	ORGANIZATIONAL BEHAVIOR	3
MGT 334	HUMAN RESOURCES MANAGEMENT	3
MGT 376	OPERATIONS MANAGEMENT	3
MGT 354	BUSINESS COMMUNICATIONS (W)	3
SCL 316	SUPPLY CHAIN MANAGEMENT	3

Entrepreneurship (ENT)

ENT 301 **3**

THEORY OF ENTREPRENEURSHIP

This course addresses the theory of entrepreneurship. The focus is on three main areas: entrepreneurship basics, the creative process, i.e. the idea, and planning for business. Some of the major concepts discussed are the pros and cons of entrepreneurship, types of entrepreneurship, the definition of an entrepreneur, strategy development, creating a competitive advantage, and financing. Prerequisites: MGT 204, MKT 205, ACC 205.

ENT 330 **3**

PROCESS OF ENTREPRENEURSHIP (W)

This course provides an in-depth discussion and analysis of the process of entrepreneurship. The focus is on two fundamental areas: business formation and the business plan. A thorough examination will be conducted on critical aspects, such as selecting the correct entity, intellectual property rights, legal considerations, and hiring. A comprehensive business plan will be developed based on the business idea of an individual student entrepreneur. The development of the business plan includes guidance on how to present the idea and plan to investors. Prerequisites: ENT 301, ECO 211, BUS 303.

ENT 450 **3**

ENTREPRENEURSHIP PRACTICUM

This course is designed to provide students with practical experience in an entrepreneurial setting. Through live business scenarios and/or business simulations, students will learn to recognize entrepreneurial opportunities as well as problems that impede the entrepreneurial process. The goal of this course is to help students apply what they learned in ENT 301 and ENT 330 in real-life and/or simulated business scenarios. Prerequisites: ENT 301, 330.