

# Entrepreneurship

- **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.

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

or

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

## ENTREPRENEURSHIP

### MAJOR REQUIREMENTS 21 crs.

<b>ENT 301</b>	<b>THEORY OF ENTREPRENEURSHIP</b>	<b>3</b>
<b>ENT 330</b>	<b>PROCESS OF ENTREPRENEURSHIP (W)</b>	<b>3</b>
<b>ENT 450</b>	<b>ENTREPRENEURSHIP PRACTICUM</b>	<b>3</b>

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

## ELECTIVES

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

## 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.