



B.B.A. in Entrepreneurship

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Description

A major in Entrepreneurship offers students a business education with a focus on the issues involved in both starting a business and fostering innovation in a corporate setting. The Entrepreneurship Program integrates theory and application. Students develop an entrepreneurial perspective through incorporating concepts from management, marketing, technology, and finance to explore the creation, growth, and success of new enterprises. Students in the program focus on analysis, decision making, and business planning and benefit from the perspectives of both academic and adjunct faculty, working together to provide integrated and relevant curriculum including the latest business trends and techniques.

Minimum Total Credit Hours: 120

General Education Requirements

The general education requirements for the B.B.A. include Writ 100 or Writ 101 and Writ 102 or Liba 102 (3, 3); humanities (history, philosophy, or modern languages) (3, 3); English literature (Eng 221-226) (3); Math 261/262 or 267/268 or 271/272 (6); lab science (astronomy, biology, chemistry, geology, or physics) (3/4, 3/4); fine arts (art, art history, dance, music, or theatre arts) (3); behavioral or social science (psychology, sociology, anthropology, or political science) (3).

Course Requirements

Requirements for the major in management include the B.B.A. core: Accy 201, 202 (3, 3); Econ 202, 203 (3, 3); Bus 230, Bus 271, Bus 250, Bus 302; Mktg 351; Fin 331; Mgmt 371, Mktg 372, Mgmt 493 (or Ent 499); Mis 309; 300-level business elective (6); 300-level business/nonbusiness elective (3).

The entrepreneurship major also requires completion of the following additional 24 semester hours, including Ent 396, 426, 436, 446, 456 and 9 semester hours from the following courses: Ent 466, 476, 486 or up to 3 credits in department approved study abroad or internship credits.

A minimum grade of C is required in all business, economic, and accounting courses applied by a student toward a major in entrepreneurship.

Other Academic Requirements

See School of Business Administration Admission Policies for rules on when business students may enroll in specialty major coursework. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

