ENTREPRENEURSHIP (BBA)

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

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to

1. change or withdraw courses;
2. change rules for registration, instruction, and graduation; and
3. change other regulations affecting the student body at any time.

General Education

Code	Title	Hours
Select one of the following First Year Writing I courses:		3
WRIT 1000	Introduction to College Writing	
WRIT 1010	First-Year Writing I	
HONR 1010	Freshman Honors I	
Select one of the following First Year Writing II courses:		3
LIBA 1020	First Year Seminar	
WRIT 1020	First-Year Writing II	
HONR 1020	Freshman Honors II	
Select one of the following:		3
MATH 1210	College Algebra (Minimum grade of C required)	
MATH 1250	Basic Mathematics for Science & Eng (Minimum grade of C required)	
MATH 1200	Business Mathematics (Minimum grade of C required)	
Select one of the following:		3
MATH 2611	Unified Calculus & Analytic Geometry I (Minimum grade of C required)	
MATH 2511	Calculus for Business, Econ., & Accy. I (Minimum grade of C required)	
MATH 2711	Calculus of Decision Making I (Minimum grade of C required)	
Select six-eight hours of natural science courses and labs from the following areas:		6-8
Biology		
Chemistry		
Geology		
Physics		
Astronomy		
Biochemistry		
Geological Engineering		
Select three hours of fine and performing arts from the following: [1,2]		3
Art History		
LIBA 1300	Introduction to the Fine Arts	
LIBA 2040	Interdisciplinary Arts	
LIBA 3140	Advanced Interdisciplinary Arts	
MUSC 1010	Introduction to Music Literature	
MUSC 1020	Fundamentals of Music Theory	
MUSC 1030	Introduction to Music	
MUSC 1040	Introduction to World Music Cultures	
MUSC 1050	Music Theory and Analysis I	
DANC 2000	Dance Appreciation	
THEA 2010	Appreciation of the Theatre	
THEA 2020	Introduction to Cinema	
Select six hours of social science from the following:		6
ECON 2020	Principles of Microeconomics [3]	
ECON 2030	Principles of Macroeconomics [3]	
Select six hours of humanities courses from the following:		6
Classical civilization (CLCS)		
History (HIST)		
Philosophy (PHIL)		
Religion (RELG)		
LIBA 2020	Interdisciplinary Humanities	
LIBA 3050	Humanities and the Experience of War	
LIBA 3120	Advanced Interdisciplinary Humanities	
RHET 2010	Introduction to Rhetoric	
AAST 2010	African American Experience I	
AAST 2020	African American Experience II	
ISOM 2010	Introduction to Gender Studies	
ISOM 2020	Introduction to Queer Studies	
Literature (Eng 2220-2226)		
Southern studies at the 1000 level only (SSTU)		
HONR 1010	Freshman Honors I [4]	
HONR 1020	Freshman Honors II [4]	
Total Hours		**33-35**

1. Studio and workshop courses cannot be used to satisfy this requirement.
2. Students who have completed 30 semester hours of undergraduate course work may fulfill the requirement with a 3000- or 4000-level art history course.
3. ECON 2020 Principles of Microeconomics must be completed with a grade of C or better to move on to ECON 2030 Principles of Macroeconomics.
4. if not being used to fulfill composition requirements

Program Core

Code	Title	Hours
ACCY 2010	Introduction to Accounting Principles I	3
ACCY 2020	Introduction to Accounting Principles II	3
BUSN 2910	Legal Environment of Business	3
BUSN 2920	Business Communication	3
BUSN 2300	Economic Statistics I (Minimum grade of C required)	3
or ECON 2300	Economic Statistics I	
Total Hours		**15**

Major Requirements

Code	Title	Hours
BAIS 3000	Business Analytics & Info Systems	3
FINA 3000	Business Finance I	3
MGMT 3000	Principles of Management (Minimum grade of C required)	3
MGMT 4930	Management of Strategic Planning	3
or ENTR 4099	Venture Accelerator	
MKTG 3000	Marketing Principles	3
MKTG 3072	Intro. to Operations & Supply Chain Mgmt	3
Select nine hours of business electives at the 3000 level or higher from the following departments:		9
Business, Accounting, Marketing, Management, BAIS, Finance, or Economics		
Select three hours of business/non-business electives at the 3000 level or higher		3
Total Hours		**30**

Overall Major GPA

Please contact your academic advisor for grade point requirements.

Resident Major GPA

Please contact your academic advisor for grade point requirements.

Major Requirements II

Code	Title	Hours
ENTR 3900	Business Venturing	3
ENTR 4810	Venture Ideas	3
ENTR 4820	Business Strategy and Modeling	3
ENTR 4830	Corporate Innovation	3
ENTR 4840	Venture Finance	3
9 semester hours from any 3000-level or above ENTR course OR up to 3 credits in department-approved study abroad or internship credits.		9
Total Hours		**24**

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.

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