

Bachelor of Science 2023-24 AY

Entrepreneurship

Major Code MM05

CIP: 520701

Cr Hrs

General Education CORE 42 Requirements 42*		42
Area 1A	Social & Behavioral Sciences	6
Area 1B	Civics Engagement	3
Area 2A	Written Communication	6
Area 2B	Oral Communication	3
Area 3A	Natural Science Non-Lab	3
Area 3B	Natural science With Lab	4
Area 4	Mathematics (MATH 125 recommended)	3
Area 5A	Humanities	6
Area 5B	Fine Arts	3
Area 5C	Global Competencies (IB 310 elective)	3
Area 5D	Health and Wellness	2
UE 100	University Experience**	1
Required Courses		39
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
ENT 200	Entrepreneurship and Opportunities	3
ENT 350	Small Business Management	3
ENT 360	Financial Management for New Ventures	3
ENT 410	Ideation and Innovation	3
ENT 430	New Venture Planning	3
ENT 440	Entrepreneurship Analysis	3
ENT 450	New Venture Formation	3
GB 321	Business Statistics I	3
MGMT 237	Using Information Systems	3
MRKT 300	Principles of Marketing	3
MRKT 405	eMarketing*	3
Elective Courses: Select 15 Hours		15
COMM 215	Interpersonal Communication (3)	
COMM 305	Intercultural Communication (3) or HS 305	
ENT 310	Entrepreneurial Marketing (3)	
ENT 320	Legal Aspects for New Ventures (3)	
ENT 380	Socia Entrepreneurship (3)	
ENT 491	Internship in Entrepreneurship (1-3)	
ENT 498	Advanced Topics in Entrepreneurship (3)	
ENT 499	Entrepreneurship Independent Study)3)	
GB 301	Legal Environment of Business (3)	
GB 320	Business Communication (3)	
GB 337	Excel Skills for Professionals (3)	
IB 310	International Business*	
MGMT 350	Fundamentals of Organizational Management (3)	
MGMT 352	Human Resource Management (3)	
MRKT 321	Professional Sales and Sales Management (3)	
MRKT 401	Integrated Marketing Communications (3)	
MRKT 432	Consumer Behavior (3)	
All Marketing classes have a prerequisite of MRKT 300		
Electives	as needed to total 120 credit hours	23
Total	Must include at 39 upper division (300-400) hrs	120

*Elective IB 310 completes general education area 5C