

ENTREPRENEURSHIP (B.B.A.)

Business Core Requirements

Code	Title	Hours
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
BIZ 350	BUSINESS COMMUNICATIONS	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
ECO 256	BUSINESS STATISTICS I	3
ECO 356	BUSINESS STATISTICS II	3
FIN 320	BUSINESS FINANCE	3
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3
MNGT 458	STRATEGIC MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
MKT 351	MARKETING MANAGEMENT	3
MATH 221	CALCULUS I INDUST OR BUS	3
GB 463	Business Analytics	3
Total Hours		51

Major Requirements

A minimum of 24 semester hours is required for the degree.:

Code	Title	Hours
ENTR 285	CREATIVITY, INNOVATION & ENTRE	3
ENTR 382	APPLD INFO SYSMS FOR ENTR & SB	3
ENTR 385	Marketing for Entrepreneurs and Small Businesses	3
ENTR 384	INTERSHIP & APPRENTSHIP N ENTR	3
ENTR 300	FINANCE SMALL BUS & ENTRE VENT	3
ENTR 485	VENTURE CREATION	3
ENTR 486	VENTURE CREATION II	3
MNGT 462	INTERNATNL BUS AND ENTREPNSHIP	3
Electives		
Select one of the following Restricted ENTR Electives:		3
ENTR 460	Managing Technological and Creative Art Innovations	
ENTR 470	Managing Urban, Social and Non-Profit E Ventures	
ENTR 487	FAMILY BUSINESS MANAGEMENT	
Total Hours		27

General Education = 42 hours; COB Core = 51 hours; Major = 24 hours; Electives = 3 hours

Curriculum Map

Course	Title	Hours
Freshman		
Fall		
BIZ 101	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 104	COMPOSITION I	3
or ENG 103	or English Composition I with Co-requisite Support	
or ENG 111	or COMPOSITION & LITERATURE FOR L	
MATH 111	COLLEGE ALGEBRA	3

Humanities & Fine Arts Option	3
Natural Science Option	3
Social & Behavioral Science Option	3

Hours 16

Spring		Hours
BIZ 102	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 105	COMPOSITION II	3
or ENG 112	or COMPOSITION	
MATH 221	CALCULUS I INDUST OR BUS	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Pathway Option		3

Hours 16

Sophomore		Hours
Fall		
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
Humanities & Fine Arts Option		3
Pathway Option		3

Hours 15

Spring		Hours
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
ENTR 285	CREATIVITY, INNOVATION & ENTRE	3
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
UNIV 200	CIVIC ENGAGEMENT	1
Pathway Option		3

Hours 16

Junior		Hours
Fall		
ECO 256	BUSINESS STATISTICS I	3
FIN 320	BUSINESS FINANCE	3
MKT 351	MARKETING MANAGEMENT	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3

Hours 15

Spring		Hours
BIZ 350	BUSINESS COMMUNICATIONS	3
ECO 356	BUSINESS STATISTICS II	3
ENTR 382	APPLD INFO SYSMS FOR ENTR & SB	3
ENTR 384	INTERSHIP & APPRENTSHIP N ENTR	3
ENTR 385	Marketing for Entrepreneurs and Small Businesses	3

Hours 15

Senior		Hours
Fall		
ENTR 460	Managing Technological and Creative Art Innovations	3
or ENTR 470	or Managing Urban, Social and Non-Profit E Ventures	
ENTR 485	VENTURE CREATION	3
MNGT 458	STRATEGIC MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
GB 463	Business Analytics	3

Hours 15

Spring		Hours
ENTR 300	FINANCE SMALL BUS & ENTRE VENT	3
ENTR 486	VENTURE CREATION II	3
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
MNGT 462	INTERNATNL BUS AND ENTREPNSHIP	3

Hours 12

Total Hours 120

¹ Not already required in major.

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from BIZ 101 UNIVERSITY SUCCESS FOR BUS MAJ and BIZ 102 UNIVERSITY SUCCESS FOR BUS MAJ; however, the student must take 2 hours of non-business electives to replace the BIZ courses .
- Online Graduation Clearance (**to be completed during the graduating semester only**).

Student Learning Outcomes

- Undergraduate accounting students will demonstrate a thorough understanding of financial reporting related to financial statements, asset measurement, and income determination.
- Undergraduate accounting students will demonstrate basic accounting concepts for state and local governments and not-for-profit organizations.
- Undergraduate accounting students will demonstrate a working knowledge of the Federal Income Code and gain sufficient knowledge to begin an entry-level position as a tax practitioner.
- Undergraduate accounting students will demonstrate the nature of auditing and develop a foundation for acquiring the skills and knowledge to become an auditor.
- Students will demonstrate a solid foundation in applying the financial principles of the time value of money.
- Students will be able to evaluate a large and complex business problem, make some assumptions, structure the firms' cash flows and make a decision.
- Students will demonstrate knowledge and application of various investment instruments.
- Students will demonstrate knowledge of risk and returns in evaluation of portfolios performance.
- Students will be able to demonstrate how international business activities influence financial decisions.
- The student will demonstrate knowledge of the business start-up process using the lean methodology approach.
- The student will be able to develop the business model for a new start-up by proper completion of the business model canvas.
- The student will demonstrate effective oral communication skills by preparing an oral presentation of the business model to an outside group.
- The student will demonstrate knowledge of the available sources of start-up funding for a successful business.