

Entrepreneurship

The Entrepreneurship major is designed to assist students who wish to start their own businesses by providing them with exposure to the development and testing of business concepts. Analyzing the potential success of their concepts using a variety of tools and techniques, being flexible in developing new businesses and innovative ideas, and formulating and implementing business plans that will assist in the establishment and growth of these new ventures. The major provides students with exposure to issues involving family firms such as governance, succession and interpersonal relationships as well as innovation and change in existing organizations. Thus, the major focuses in entrepreneurship in both new ventures and established firms and prepares students to 1) start new businesses, 2) innovate in their own family firms, and/or 3) be entrepreneurial in an existing business.

University Studies Program

30 credits of general education courses are required, such as communication classes, physical and natural world classes, and more.

Common Body of Knowledge

Course Code	Course Name	Learning Objectives	Credits
ACCT 2010	Principles of Accounting I	Introduces the role of financial accounting in business operations.	3
ACCT 2020	Principles of Accounting II	Introduces the role of managerial accounting in decision-making.	3
ECON 1010	Principles of Macroeconomics	Introduces big picture economic theory within countries and policies.	3
ECON 1020	Principles of Microeconomics	Introduces economic theory related to individual agency and behavior.	3
MGT 2010	Legal Environment of Business	Introduces fundamental cases and legal issues within business law.	3
IMGT 2400	Introduction to Information Management	Introduces the technical foundations in information systems.	3
FIN 2100	Principles of Finance	Introduces the management of capital in business and the time value of money.	3
MGT 2100	Management and Organization	Introduces the theory and strategies within management practices.	3
MKT 2100	Introduction to Marketing	Introduces the theory and strategies within marketing practices.	3
DCSI 2100	Introduction to Operations & Supply Chain Management	Introduces project management formulas, theories, and applications.	3
MGT 4800	Business Strategy and Policy	A senior capstone course based on overall organization perspective.	3

Major Requirements

Course Code	Course Name	Learning Objectives	Credits
MATH 2350/2200	Business Calculus or Calculus I	Introduces functions and concepts in calculus to solve business equations.	3
MATH 2355/2205	Mathematical Applications for Business or Calculus II	Introduces matrices and linear programming within business problems.	3
STAT 2050/2070	Fundamentals of Statistics	Introduces ideas and fundamental techniques of statistical probability and data analysis.	3
ENTR 2700	Entrepreneurial Mindset	Introduces entrepreneurial mindsets, and concepts essential to success in startups.	3
ENTR 3700	Innovation, Ideation & Value Proposition	Explores opportunity recognition, innovation, and building value propositions.	3
ENTR 4700	Business Model Creation and Launch	Learn to develop a complete model including sales, marketing strategies, and operations	3
ENTR 4750	Theories of Entrepreneurship	A broad examination of historical, literacy, and business perspectives on entrepreneurship.	3
Choose 3 credits from the following:			
ENTR 4900	Independent Study in Entrepreneurship	Special work project with instructor's approval on any aspect of Entrepreneurship.	1-4
ENTR 4910	Topics in Entrepreneurship	Topics vary based on semester and are based on the specialty area of the instructor.	3
MGT 2030	Principle-Based Ethics	Studies the cognitive, social, behavioral, and corporate processes within ethics.	3
MKT 4590	Sustainable Business Practices	A close look at what is happening in business practice today through the lens of sustainability	3
Choose 2 Advanced Business Electives (3000+ Level Business Courses)			6

Elective Requirements

The rest of the curriculum is filled with elective credits to achieve the required 120 credits to graduate (42 of which must be upper division).