

BSBA Entrepreneurship Requirements

The entrepreneurship program is designed to provide students with a thorough understanding of the principles, strategies, and practical skills necessary to identify, develop, and manage successful business ventures. Entrepreneurship students gain insights into various facets of entrepreneurship, including opportunity recognition, business planning, financial management, marketing, and innovation. Internships and competition offer practical experience and valuable skills, helping students build networks and demonstrate their talents. The program prepares graduates to undertake their own ventures or contribute to innovative initiatives within established organizations.

Student Learning Objectives

Upon completion of the entrepreneurship program, students will be able to:

1. Demonstrate the ability to recognize, generate and articulate creative business ideas.
2. Assess the risk and commercial viability of business opportunities.
3. Evaluate the appropriate amounts and sources of funding for an entrepreneurial enterprise.
4. Develop a fully integrated business plan.
5. Understand strategies for growth and sustainability of an entrepreneurial enterprise.

Note that all students must achieve a minimum of 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirements for BSBA/Entrepreneurship and business core courses, separately, are also 2.0.

Required Business Core Courses – 33 credits

ACCT 121 Financial Accounting (3 credits)

ACCT 122 Managerial Accounting (3 credits)

BUSN 131 Legal Environment of Business (3 credits)

MGMT 210 Principles of Management (3 credits)

MKTG 210 Principles of Marketing (3 credits)

BUSN 220 Regression Analysis and Data Analytics (3 credits)

BUSN 275 Business Data Management and Information Systems (3 credits)

FINA 350 Financial Management (3 credits)

MGMT 351 Operations Management (3 credits)

International Elective (ECON 360, FINA 365, MGMT 352, or MKTG 370) (3 credits)

MGMT 399 Business Strategy and Policy (3 credits)

Required Courses for Entrepreneurship Program – 9 credits

MGMT 327 Small Business Management (3 credits)

MGMT 328 Entrepreneurship: From Concept to Launch (3 credits)

FINA 352 Entrepreneurial Finance (3 credits)

Restricted Elective Courses for Entrepreneurship Program – 9 credits

Select three from the following courses.

BUSN 390 Internship in Business (3 credits)

MGMT 335 Human Resource Management (3 credits)

MKTG 330 Personal Selling and Sales Management (3 credits)

MKTG 362 Digital Marketing (3 credits)

SCMG 260 Principles of Supply Chain Management (3 credits)

SMTS 101 Introduction to Social Media Theory and Strategy (3 credits)

Directed General Education Courses – 9 credits

These courses may be taken in fulfillment of General Education, as university electives, or as part of a minor. All must be approved General Education courses.

ECON 110 Principles of Macroeconomics (Category B) (3 credits)

ECON 120 Principles of Microeconomics (Category B) (3 credits)

MATH 140 Applied Statistical Methods (Category C2) **or** BUSN 120 Principles of Business Statistics (Category C2) (3 credits)

University Electives – 27 credits

Any other courses in the department of Business Administration or any university course that counts towards graduation.

Program Plan Code: BSBA_BSAD_BENT

Effective Date: Fall 2021



BSBA Entrepreneurship Program Checksheet

Student Name:

Student ID Number:

This checksheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Note that all students must achieve at least 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirements for BSBA/Entrepreneurship and business core courses, separately, are also 2.0. Students in this program cannot double program in Management, Human Resource Management, or General Business.

Required Business Core Courses – 33 credits

ACCT 121 Financial Accounting	3 credits	Grade:
ACCT 122 Managerial Accounting	3 credits	Grade:
BUSN 131 Legal Environment of Business	3 credits	Grade:
MGMT 210 Principles of Management	3 credits	Grade:
MKTG 210 Principles of Marketing	3 credits	Grade:
BUSN 220 Regression Analysis and Data Analytics	3 credits	Grade:
BUSN 275 Business Data Management and Information Systems	3 credits	Grade:
FINA 350 Financial Management	3 credits	Grade:
MGMT 351 Operations Management	3 credits	Grade:
International Elective (ECON 360, FINA 365, MGMT 352, or MKTG 370)	3 credits	Grade:
MGMT 399 Business Strategy and Policy	3 credits	Grade:
Total Credits	33 total credits	

Required Courses for Entrepreneurship Program – 9 credits

MGMT 327 Small Business Management	3 credits	Grade:
MGMT 328 Entrepreneurship: From Concept to Launch	3 credits	Grade:
FINA 352 Entrepreneurial Finance	3 credits	Grade:
Total Credits	9 total credits	

Restricted Elective Courses for Entrepreneurship Program – 9 credits

Select three from BUSN 390, MGMT 335, MKTG 330, MKTG 362, SCMG 260, SMTS 101.

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Total Credits	9 total credits	

Directed General Education Courses

While counting toward General Education fulfillment, these courses are required for completion of the major.

ECON 110 Principles of Macroeconomics (Category B)	3 credits	Grade:
ECON 120 Principles of Microeconomics (Category B)	3 credits	Grade:
MATH 140 Applied Statistical Methods (Category C2), or BUSN 120 Principles of Business Statistics (Category C2)	3 credits	Grade:

University Electives – 27 Credits

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Course 4:	3 credits	Grade:
Course 5:	3 credits	Grade:
Course 6:	3 credits	Grade:
Course 7:	3 credits	Grade:
Course 8:	3 credits	Grade:
Course 9:	3 credits	Grade:
Total Credits	27 total credits	

Summary of Graduation Requirements

Total credits from business core and program courses	51
Total credits from general education program	42
Total credits from university electives	27
Minimum total credits to graduate	120
Minimum overall GPA	2.0
Minimum GPA in business core courses	2.0
Minimum GPA in program courses	2.0

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BSBA Entrepreneurship 8-Semester Planner

Student Name:

Student ID Number:

Each semester listed below provides information including course categories, typical credit hours (CH.), and space to add specific course selections. This planner is only a suggested path. Consult with your program advisor regarding your unique plans and interests as you make choices about your schedule.

First Semester Plan

Gen Ed	FYSM 100, First Year Seminar	3 CH.	Selection:
Gen Ed	Category A1 or A3	3 CH.	Selection:
Gen Ed	Category B – ECON 110 or ECON 120	3 CH.	Selection:
Gen Ed	MATH 105 (University Elective) or MATH 140 (Category C2)	3 CH.	Selection:
Gen Ed	Category D	3 CH.	Selection:
Total		15 CH.	

Second Semester Plan

Gen Ed	Category A3 or A1	3 CH.	Selection:
Gen Ed	Category B – ECON 110 or ECON 120	3 CH.	Selection:
Gen Ed	Category C – MATH 140 (C2) or any C1	3 or 4 CH.	Selection:
Program	Core – BUSN 131	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15-16 CH.	

Third Semester Plan

Gen Ed	Category A2	3 CH.	Selection:
Gen Ed	Category C	3 or 4 CH.	Selection:
Program	Core – ACCT 121	3 CH.	Selection:
Program	Core – BUSN 220 or BUSN 275	3 CH.	Selection:
Program	Core – MGMT 210 or MKTG 210	3 CH.	Selection:
Total		15-16 CH.	

Fourth Semester Plan

Gen Ed	Category D	3 CH.	Selection:
Program	Core – ACCT 122	3 CH.	Selection:
Program	Core – BUSN 220 or BUSN 275	3 CH.	Selection:
Program	Core – MGMT 210 or MKTG 210	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Fifth Semester Plan

Gen Ed	Category A4	3 CH.	Selection:
Gen Ed	Category B	3 CH.	Selection:
Program	Core – FINA 350 or MGMT 351	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Program	Restricted Elective	3 CH.	Selection:
Total		15 CH.	

Sixth Semester Plan

Gen Ed	Category C or University Elective	3 or 4 CH.	Selection:
Gen Ed	Category D	3 CH.	Selection:
Program	Core – FINA 350 or MGMT 351	3 CH.	Selection:
Program	Program Required – MGMT 327	3 CH.	Selection:
Program	Restricted Elective	3 CH.	Selection:
Total		15-16 CH.	

Seventh Semester Plan

Program	Core – MGMT 399 or International Elective	3 CH.	Selection:
Program	Program Required – FINA 352	3 CH.	Selection:
Program	Program Required – MGMT 328	3 CH.	Selection:
Program	Restricted Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Eighth Semester Plan

Program	Core – MGMT 399 or International Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Additional Notes:

1. Students in this program cannot double major in General Business, Human Resource Management, or Management.
2. To meet graduation criteria, students must complete a minimum of 120 credits, fulfill general education and entrepreneurship program requirements, and attain minimum GPA of 2.0 in overall courses, GPA of 2.0 in the business core courses, and GPA of 2.0 in the program-specific coursework.
3. Modifications to this plan may occur based on course availability and/or your individual academic plan. Please seek guidance from your academic advisor for specific details.

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