

College of Business
BSBA Degree, Entrepreneurship, 2006-2008

Entrepreneurship is many things to many people. A leading scholar in the field, William Bygrave, defines it as "...initiative, imagination, flexibility, creativity, and a willingness to think conceptually, and the capacity to see change as an opportunity." As such, entrepreneurship can be considered a unique perspective of general management. It is fundamentally integrative and interdisciplinary in nature. While housed in the Management Department, this major is cross-functional in its scope, emphasizing entrepreneurial management, marketing and finance.

The entrepreneurship major prepares students to view the business world through entrepreneurial lenses. Students completing this major should have the skills to recognize opportunity, develop a business concept, determine its feasibility and write a comprehensive business plan. Besides preparing students to begin their own businesses, the major enables students to become productive employees in newer or innovative firms where an emphasis is placed on opportunity identification, risk-taking, making things happen and/or doing more with less.

Business Course Prerequisites

Please see the current *Undergraduate Catalog* for the current course prerequisites. Minimum C (2.0) grade required in the prerequisite in order to continue with subsequent courses.

- ◆ Admission to the major required to enroll in upper-division business courses. (Regardless of the catalog of matriculation, the College of Business limits non-business majors to a maximum of 39 credits of business courses.)
- ◆ Minimum C grade required to satisfy course prerequisites and degree requirements.
- ◆ College of Business Course-Repeat Policy: Students may take business courses a maximum of three times for degree applicability.

Suggested Academic Plan

This is a suggested academic plan. Students may make adjustments and consult the current Undergraduate Catalog for course prerequisites.

Junior Year

<i>Fifth Semester</i>	<i>Sixth Semester</i>
MGT 301 3 cr.	IS 301 3 cr.
FIN 301 3	BLW 302 3
MKT 301 3	MKT 472 3
ENG 407A 3	MGT 302 3
non-business elective 3	MGT 367 3

Senior Year

<i>Seventh Semester</i>	<i>Eighth Semester</i>
SCM 352 3 cr.	BUS 497 3 cr.
BUS 395 2	MGT 492 or 494 3
FIN 345 3	Major elective 3
MKT 312 or 473 3	Major elective 3
Major elective 3	non-business elective 3
non-business elective 3	

- ◆ Students interested in consumer opportunities are encouraged to choose MKT 312. Students interested in business-to-business opportunities are encouraged to take MKT 473.
- ◆ The number of non-business electives varies depending on the total credits used to meet requirements. A student should count the number of credits needed to meet degree requirements and subtract that from the minimum credits required to earn the degree (124). The difference is the number of non-business elective credits needed.
- ◆ The capstone course, BUS 497, must be taken in the last semester. Prerequisites: FIN 301, IS 301, MGT 301, MKT 301; initiation of the graduation application; be a last semester senior.