



# BACHELOR of BUSINESS ADMINISTRATION

## ENTREPRENEURSHIP



### Program Overview

The Bachelor of Business Administration degree in Entrepreneurship is for those students who want to launch a start-up business and manage business functions within a new venture. In this program, students will learn the business and management components of Entrepreneurship. Students will be exposed to fundamental concepts such as: effectively identifying market opportunities, defining target markets, understanding economic trends, promoting products/services via marketing, developing strategy, managing personnel, and understanding financial reporting. Students will also become familiar with various laws and regulations governing small businesses and start-up's, tracking current trends in Entrepreneurship, and communicating with key stakeholders. The mission of the Bachelor of Business Administration in Entrepreneurship program is to provide a curriculum of study designed to educate students to apply realistic comprehensive, and relevant management tools in accounting, economics, finance, marketing, management, analysis, and communications to an entrepreneurial business venture. The program is offered through a combination of on-campus and online courses or 100% online.



# BBA Entrepreneurship Degree Plan

<b>I. General Education Requirements</b>	<b>45 Hours</b>
Behavioral Science (PSY3735)	3 Hours
Communication (must include oral communication skills) Selected from: COM3401 or COM4405	3 Hours
Computer Concepts (fundamentals course, MIS2110)	3 Hours
English (ENG 1001, 1002 plus 6 hours of writing) Six (6) hours of writing may be selected from: COM3461 or COM4441 or ENG2006	12 Hours
History and/or Government (HIS1011, 1012)	6 Hours
Humanities (HUM1015)	3 Hours
Mathematics (MAT1024)	6 Hours
Natural Science (SCI1026, 1027)	6 Hours
Religion (REL2000/3000 Level)	3 Hours
<b>II. General Electives</b>	<b>18 Hours</b>
<b>III. Major Requirements</b>	<b>57 Hours</b>
<b>A. Business Core</b>	<b>24 Hours</b>
Accounting Principles (ACC2111, 2112)	6 Hours
Economics Principles (ECO2131, 2132)	6 Hours
Finance (FIN3000/4000 level)	3 Hours
Marketing (MKT3000/4000 level)	3 Hours
BUS3101 Business Law	3 Hours
BUS3104 Statistical Analysis I	3 Hours
<b>B. Entrepreneurship Concentration</b>	<b>21 Hours</b>
BUS3305 Management Fundamentals	3 Hours
BUS4425 Entrepreneurship	3 Hours
BUS4605 Business Acumen	3 Hours
MGT4174 Human Capital Management	3 Hours
MGT4192 Business Ethics	3 Hours
MGT4322 Emerging Technologies	3 Hours
MGT4755 Entrepreneurship Implementation (Capstone) (Taken at the completion of all coursework, except electives)	3 Hours
<b>C. Advanced Business Administration Elective Courses</b>	<b>12 Hours</b>
(Choose from 3000/4000 level ACC, BUS, ECO, FIN, MGT, MIS, MKT)	
<b>Totals:</b>	<b>120 Hours</b>

See current catalog for prerequisites.

Undergraduate certificates may be completed while fulfilling degree requirements. See the University website for a listing of certificates offered.