

B.S. BUSINESS ADMINISTRATION - ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

Students in the Entrepreneurship and Small Business Management concentration study the essential concepts of starting and operating small businesses through a series of seven classes. Through these classes, students learn the practical application of classic and contemporary business theory as it applies to the early stages of entrepreneurship and intrapreneurship, opportunity recognition, innovation, and new venture development. Topics include: types of entrepreneurs, opportunity recognition, marketing, cash and other resource requirements, financial statements, planning, franchising, intellectual property, success/failure/resilience, and growth.

In addition to the learning outcomes for the B.S. Business Administration degree, this concentration requires students to demonstrate subject matter knowledge and competence as applied to a smaller company or family owned business.

Concentration in Entrepreneurship & Small Business Management

BA 243	The Business of Innovation	Replaces Open Elective	3
BA 344	Personal Financial Planning	Replaces Business-Related Elective	3
BA 440	Small Business Management I	Replaces Open Elective	3
BA 441	Entrepreneurship I- New Venture Development	Replaces Business-Related Elective	3
BA 442	Applied Small Business Management	Replaces Business-Related Elective	3
BA 443	Entrepreneurship II: Business Plans	Replaces Business-Related Elective	3
MK 422	Sales and Sales Management	Replaces Open Elective	3
Total Hours			21