ENTREPRENEURSHIP, B.S.

The Entrepreneurship major focuses on the skills necessary to start a business, grow a business, or enhance creativity and innovation in a corporate environment. These skills are necessary in today's competitive business world.

The Entrepreneurship, B.S. major is available in a traditional as well as an online format.

Overall Requirements
- 120 credit hours, to include at least 36 credits at or above the 300 course level
- A cumulative GPA of at least 2.0
- Grades of C or better in courses used to meet major requirements

Degree Program Requirements

University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/)

General Education Requirements - Minerva's Academic Curriculum (MAC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/)

Major Requirements

Bryan School Pre-Admission Courses
Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter.

Courses used to meet Bryan School Pre-Admission and Bryan School Common Business Core requirements cannot be used to fulfill major or concentration requirements in the following majors: ACCT, BADM, ECOS, ENTR, FINC, INTB, ISSC, HTMT, or MKTG.

See the Joseph M. Bryan School of Business and Economics for more information.

Completion of one of the following:
- MAT 120 Calculus with Business Applications
- MAT 191 Calculus I
- MAT 292 Calculus II
- MAT 293 Calculus III
- MAT 196 Calculus A
- MAT 296 Calculus B
- Or a grade of C or better in any one of the following courses: MAT 115, MAT 118, MAT 150, MAT 151, or MAT 190.

Bryan School Common Business Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 315</td>
<td>Global and Cultural Development</td>
<td>41-42</td>
</tr>
<tr>
<td>BUS 415</td>
<td>Leadership Development</td>
<td></td>
</tr>
<tr>
<td>CST 105</td>
<td>Introduction to Communication Studies</td>
<td></td>
</tr>
<tr>
<td>MAT 120</td>
<td>Calculus with Business Applications</td>
<td></td>
</tr>
<tr>
<td>or MAT 191</td>
<td>Calculus I</td>
<td></td>
</tr>
<tr>
<td>or MAT 292</td>
<td>Calculus II</td>
<td></td>
</tr>
<tr>
<td>or MAT 293</td>
<td>Calculus III</td>
<td></td>
</tr>
<tr>
<td>or MAT 196</td>
<td>Calculus A</td>
<td></td>
</tr>
<tr>
<td>or MAT 296</td>
<td>Calculus B</td>
<td></td>
</tr>
<tr>
<td>ECO 300</td>
<td>The International Economy</td>
<td></td>
</tr>
<tr>
<td>FIN 315</td>
<td>Business Finance I</td>
<td></td>
</tr>
<tr>
<td>MGT 301</td>
<td>Introduction to International Business</td>
<td></td>
</tr>
<tr>
<td>MGT 312</td>
<td>Organizational Behavior</td>
<td></td>
</tr>
<tr>
<td>MGT 330</td>
<td>The Legal Environment of Business</td>
<td></td>
</tr>
<tr>
<td>MGT 491</td>
<td>Business Policy and Strategy</td>
<td></td>
</tr>
<tr>
<td>MKT 309</td>
<td>Business Communication &amp; Innovation</td>
<td></td>
</tr>
<tr>
<td>MKT 320</td>
<td>Principles of Marketing</td>
<td></td>
</tr>
<tr>
<td>PHI 261</td>
<td>Ethical Issues in Business</td>
<td></td>
</tr>
<tr>
<td>or PHI 262</td>
<td>Ethical Issues in Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>SCM 302</td>
<td>Operations Management</td>
<td></td>
</tr>
</tbody>
</table>

Global Sustainability Elective

One chosen from the list below:
- ECO 100 Economics of a Global Sustainable Society
- BUS 130 Entrepreneurship in a Sustainable Global Environment
- LLC 120 Global Crossings: Topics in Images, Media, and Texts
- LLC 130 Global Green: Cultures of Production and/or Consumption
- HTM 200 Introduction to Sustainable Development

* Hospitality and Tourism Management majors are exempt from the MGT 491 requirement; a similar course, HTM 491, is taken within the major requirements.

** Or other approved Global Sustainability elective.
## Entrepreneurship Courses

### Core Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 300</td>
<td>Ideas to Sustainable Opportunities: Feasibility</td>
<td>12</td>
</tr>
<tr>
<td>ENT 335</td>
<td>Entrepreneurial Finance</td>
<td></td>
</tr>
<tr>
<td>ENT 336</td>
<td>Opportunities to Action: Business Plan**</td>
<td></td>
</tr>
<tr>
<td>ENT 450</td>
<td>Directed Business Practice or ENT 427 Personal Selling Internship</td>
<td></td>
</tr>
</tbody>
</table>

### Profile Courses

Choose one of the following Profiles:

**Creative Industries**
- ENT 201 Creativity, Innovation, and Vision
- ENT 202 Arts Admin and Entrepreneurship
- ENT 276 Creative Space: The Meeting of Art and Entrepreneurship
- ENT 321 Design Thinking and/or Entrepreneurial Thinking
- ENT 327 Writing for Professionals and Entrepreneurs
- ENT 376 Micro-Enterprise for Creatives
- ENT 394 Advanced Studio Practicum: Art and Entrepreneurship
- ENT 402 Entrepreneurship in the Performing Arts
- ENT 435 Entprmrshp and Ind Press Publ
- ENT 455 Arts and Entrepreneurship: Career Strategies for Artists
- ENT 486 Theatre Management and Entrepreneurship
- ENT 498 Internship in Arts Administration and Entrepreneurship

**Education**
- ENT 396 Transition Planning and School-Based Entrepreneurship
- CED 474 Contemporary Topics in Counseling

**Family Business**
- ENT 337 Family Business
- ENT 354 Restaurant Entrepreneurship
- ENT 451 Service Management
- ENT 473 Wine Appreciation for the Business Professional

**Franchising**
- ENT 338 Global Franchising

**Health Care**
- ENT 307 Global Health
- ENT 411 Silver Industries
- CED 474 Contemporary Topics in Counseling

**International**
- ENT 130 Entrepreneurship in a Sustainable Global Environment
- ENT 338 Global Franchising
- ENT 342 International Entrepreneurship

**Social**
- ENT 250 Purpose-Driven Entrepreneurship
- ENT 340 Social Entrepreneurship
- ENT 440 Experiences in Sustainable Entrepreneurship

**Esports**
- ENT 206 Start Something Globally Sustainable!

**Technology, Innovation, and Sciences**
- ENT 309 Entrepreneurship in the Public Sector
- ENT 312 Economics of Technology
- ENT 410 Sustainable Urban Planning in an Entrepreneurial Environment
- ENT 430 Rsrch Opprnts ENT/Eco Dvlpmnt

### Direct Electives

Select at least 3 credits from the following:

- ENT 130 Entrepreneurship in a Sustainable Global Environment
- ENT 201 Creativity, Innovation, and Vision
- ENT 202 Arts Admin and Entrepreneurship
- ENT 206 Start Something Globally Sustainable!
- ENT 240 Introduction to the Entrepreneurial Experience
- ENT 276 Creative Space: The Meeting of Art and Entrepreneurship
- ENT 250 Purpose-Driven Entrepreneurship
- ENT 262 Ethical Issues in Entrepreneurship
- ENT 275 Entrepreneurial Personal Branding
- ENT 307 Global Health
- ENT 309 Entrepreneurship in the Public Sector
- ENT 312 Economics of Technology
- ENT 324 Professional Selling
- ENT 327 Writing for Professionals and Entrepreneurs
- ENT 328 Sales Leadership
- ENT 337 Family Business
- ENT 338 Global Franchising
- ENT 339 Entrepreneurial Leadership
- ENT 340 Social Entrepreneurship
- ENT 342 International Entrepreneurship
- ENT 354 Restaurant Entrepreneurship
- ENT 394 Advanced Studio Practicum: Art and Entrepreneurship
- ENT 376 Micro-Enterprise for Creatives
- ENT 396 Transition Planning and School-Based Entrepreneurship
- ENT 402 Entrepreneurship in the Performing Arts
- ENT 403 Entrepreneurial Marketing
- ENT 410 Sustainable Urban Planning in an Entrepreneurial Environment
- ENT 411 Silver Industries
- ENT 427 Personal Selling Internship
- ENT 430 Rsrch Opprnts ENT/Eco Dvlpmnt
- ENT 435 Entprmrshp and Ind Press Publ
- ENT 440 Experiences in Sustainable Entrepreneurship
- ENT 450 Directed Business Practice
- ENT 451 Service Management
- ENT 455 Arts and Entrepreneurship: Career Strategies for Artists
- ENT 473 Wine Appreciation for the Business Professional
- CED 474 Contemporary Topics in Counseling
ENT 486  Theatre Management and Entrepreneurship

ENT 493  Honors Work in Entrepreneurship

ENT 498  Internship in Arts Administration and Entrepreneurship

ENT 499  Selected Topics in Entrepreneurship

* To qualify for a specific Profile, the student must complete a minimum of one 3 credit course in the Profile.

** Entrepreneurship and Marketing double majors are permitted only 6 credits of duplicated credits. Only two of the following courses may count for both majors: MKT 328/ENT 328, MKT 403/ENT 403, MKT 427/ENT 427, ENT 430/MKT 430/LIS 430/GES 430, or MKT 324/ENT 324.

• Entrepreneurship and Business Studies double majors, only the ENT 300/BUS 300 and ENT 336/BUS 336 courses will count for both majors.

1 Course may not be repeated for elective credit if chosen as Profile course.

2 In rare cases an Independent Study focused on entrepreneurial research or a special project may qualify with faculty approval.

Electives

Electives sufficient to complete 120 total credit hours required for the degree.

Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality and Tourism

Requirements

• A minimum of 12 credit hours as defined below.

• UNC Greensboro cumulative GPA of 3.30 or better or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSS 490</td>
<td>Senior Honors Project</td>
<td>3</td>
</tr>
</tbody>
</table>

6 credits of Honors coursework in the major 6
3 credits of Honors coursework in the major or another area 3

Recognition

Receive a Certificate of Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality & Tourism; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.

Honors Advisor

Contact Lori Mackowski at lamackow@uncg.edu for further information and guidance about Honors in Marketing, Entrepreneurship, and Hospitality & Tourism. To apply: http://honorscollege.uncg.edu/forms/disc-application.pdf