

ENTREPRENEURSHIP, B.S.

The Entrepreneurship, B.S. major is available in traditional as well as 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

Code	Title	Credit Hours
University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/)		
General Education Requirements (MAC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/#generaleducationcorerequirementstext)		

Major Requirements

Bryan School Pre-Admission Courses (29 credit hours)

Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter. See the Joseph M. Bryan School of Business and Economics for more information.

Code	Title	Credit Hours
BUS 115 & BUS 215 or BUS 216	Blueprint for Personal Development and Blueprint for Professional Development Blueprint for Personal and Professional Development	
ACC 201	Financial Accounting	
ACC 202	Managerial Accounting	
ECO 201	Principles of Microeconomics	
ECO 202	Principles of Macroeconomics	
ECO 250	Economic and Business Statistics I	
ISM 110	Foundations for Analytics using Spreadsheets	
ISM 280	Information Systems for Decision Making	

Select one of the following:

ENG 101	Exploring Writing in College Contexts	
FMS 115	Freshman Seminar in Reasoning and Discourse: Written Communication	
RCO 101	College Writing I	

Completion of one of the following: *

MAT 120	Calculus with Business Applications	
MAT 191	Calculus I	

* 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

Code	Title	Credit Hours
Required		41
BUS 315	Global and Cultural Development	
BUS 415	Leadership Development	
CST 105	Introduction to Communication Studies	
MAT 120 or MAT 191	Calculus with Business Applications Calculus I	
ECO 300	The International Economy	
FIN 315	Business Finance I	
MGT 301	Introduction to International Business	
MGT 312	Organizational Behavior	
MGT 330	The Legal Environment of Business	
MGT 491	Business Policy and Strategy *	
MKT 309	Business Communication & Innovation	
MKT 320	Principles of Marketing	
PHI 361 or PHI 362	Ethical Issues in Business Ethical Issues in Entrepreneurship	
SCM 302	Operations Management	
Global Sustainability Elective		
<i>One Chosen from the list below: **</i>		
ECO 100	Economics of a Global Sustainable Society	
BUS 130	Entrepreneurship in a Sustainable Global Environment	
GES 162	Introduction to Sustainability	
LLC 120	Global Crossings: Topics in Images, Media, and Texts	
LLC 130	Global Green: Cultures of Production and/or Consumption	
STH 200	Introduction to Sustainable Development	

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

** Or other approved Global Sustainability elective.

Entrepreneurship Courses

Code	Title	Credit Hours
Core Courses		12
ENT 300	Ideas to Sustainable Opportunities: Feasibility Analysis **	
ENT 335	Entrepreneurial Finance	
ENT 336	Opportunities to Action: Business Plan **	
ENT 450 or ENT 427	Directed Business Practice Personal Selling Internship	
Profile Courses *		3
Choose one of the following Profiles:		
<i>Creative Industries</i>		
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 201	Creativity, Innovation, and Vision
ENT 327	Writing for Professionals and Entrepreneurs	ENT 202	Arts Admin and Entrepreneurship
ENT 376	Micro-Enterprise for Creatives	ENT 206	Start Something Sustainable!
ENT 394	Advanced Studio Practicum: Art and Entrepreneurship	ENT 240	Introduction to the Entrepreneurial Experience
ENT 402	Entrepreneurship in the Performing Arts	ENT 276	Creative Space: The Meeting of Art and Entrepreneurship
MST 424	Media Financing and Distribution	ENT 250	Purpose-Driven Entrepreneurship
MST 425	Media Organization and Management	ENT 275	Entrepreneurial Personal Branding
ENT 435	Entrepreneurship and Independent Press Publishing	ENT 307	Global Health
ENT 455	Arts and Entrepreneurship: Career Strategies for Artists	KIN 286	Foundations of Sport Coaching
ENT 486	Theatre Management and Entrepreneurship	ENT 309	Entrepreneurship in the Public Sector
ENT 498	Internship in Arts Administration and Entrepreneurship	ENT 312	Economics of Technology
<i>Education</i>			
ENT 396	Transition Planning and School-Based Entrepreneurship	ENT 324	Professional Selling **
KIN 286	Foundations of Sport Coaching	ENT 327	Writing for Professionals and Entrepreneurs
CED 474	Contemporary Topics in Counseling	ENT 328	Sales Leadership **
<i>Family Business</i>			
ENT 337	Family Business	ENT 337	Family Business
ENT 354	Restaurant Entrepreneurship	ENT 338	Global Franchising
ENT 451	Service Management	ENT 339	Entrepreneurial Leadership
ENT 473	Wine Appreciation for the Business Professional	ENT 340	Social Entrepreneurship
<i>Franchising</i>			
ENT 338	Global Franchising	ENT 342	International Entrepreneurship
<i>Health Care</i>			
ENT 307	Global Health	ENT 354	Restaurant Entrepreneurship
ENT 411	Silver Industries	ENT 362	Ethical Issues in Entrepreneurship
CED 474	Contemporary Topics in Counseling	ENT 394	Advanced Studio Practicum: Art and Entrepreneurship
<i>International</i>			
ENT 130	Entrepreneurship in a Sustainable Global Environment	ENT 376	Micro-Enterprise for Creatives
ENT 338	Global Franchising	ENT 396	Transition Planning and School-Based Entrepreneurship
ENT 342	International Entrepreneurship	ENT 402	Entrepreneurship in the Performing Arts
<i>Social</i>			
ENT 250	Purpose-Driven Entrepreneurship	ENT 403	Entrepreneurial Marketing **
ENT 340	Social Entrepreneurship	ENT 410	Sustainable Urban Planning in an Entrepreneurial Environment
ENT 440	Experiences in Sustainable Entrepreneurship	ENT 411	Silver Industries
<i>Sports</i>			
KIN 286	Foundations of Sport Coaching	PSC 411	Topics in Public Affairs ²
<i>Technology, Innovation, and Sciences</i>			
ENT 309	Entrepreneurship in the Public Sector	MST 424	Media Financing and Distribution
ENT 312	Economics of Technology	MST 425	Media Organization and Management
ENT 410	Sustainable Urban Planning in an Entrepreneurial Environment	ENT 427	Personal Selling Internship **
ENT 430	Researching Opportunities in Entrepreneurship and Economic Development **	ENT 430	Researching Opportunities in Entrepreneurship and Economic Development
Direct Electives ¹ 3			
<i>Select at least 3 credits from the following:</i>			
ENT 130	Entrepreneurship in a Sustainable Global Environment	ENT 435	Entrepreneurship and Independent Press Publishing
ENT 200	Introduction to Entrepreneurial Finance	ENT 440	Experiences in Sustainable Entrepreneurship
		PSC 440	Nonprofit Management and Leadership
		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 ³
		ENT 498	Internship in Arts Administration and Entrepreneurship
		ENT 499	Selected Topics in Entrepreneurship ³

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

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- *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 *Only approved sections of PSC 411 qualify.*

³ *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.

Code	Title	Credit Hours
Required		3
HSS 490	Senior Honors Project	
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>