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.
- At least 50 percent of the business semester hours required for the degree must be earned at UNC Greensboro.

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.

Code | Title | Credit Hours
--- | --- | ---
BUS 115 & BUS 215 or BUS 216 | Blueprint for Personal Development and Blueprint for Professional Development | 29-30
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 | 
ENG 101 | Exploring Writing in College Contexts | 
ENG 102 | Academic Research and Writing | 
FMS 115 | Freshman Seminar in Reasoning and Discourse: Written Communication | 
RCO 101 | Completion of one of the following: | 
MAT 115 | College Algebra | 
MAT 118 | Algebra with Business Applications | 
MAT 120 | Calculus with Business Applications | 
MAT 150 | Precalculus I | 
MAT 151 | Precalculus II | 
MAT 190 | Precalculus | 
MAT 183 | Mathematics for the Life Sciences | 
MAT 184 | Calculus for the Life Sciences | 
MAT 191 | Calculus I | 
MAT 292 | Calculus II | 
MAT 293 | Calculus III | 
MAT 196 | Calculus A | 
MAT 296 | Calculus B | 
BUS 315 | Global and Cultural Development | 
BUS 415 | Leadership Development | 
CST 105 | Introduction to Communication Studies | 
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 261 | Ethical Issues in Business | 
or PHI 262 | Ethical Issues in Entrepreneurship | 
SCM 302 | Operations Management | 
ECO 100 | Economics of a Global Sustainable Society | 
ENT 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 | 
**
**

Global Sustainability Elective - One chosen from the list below:

- ECO 100 | Economics of a Global Sustainable Society |
- ENT 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Core Courses</strong></td>
<td><strong>9</strong></td>
</tr>
<tr>
<td>ENT 300</td>
<td>Ideas to Sustainable Opportunities: Feasibility Analysis</td>
<td></td>
</tr>
<tr>
<td>ENT 335</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 336</td>
<td>Opportunities to Action: Business Plan</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Profile Courses - Choose one of the following Profiles:</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>Creative Industries</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 201</td>
<td>Creativity, Innovation, and Vision</td>
<td></td>
</tr>
<tr>
<td>ENT 276</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 321</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 327</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 376</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 394</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 402</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 435</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 455</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 486</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 498</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 396</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CED 474</td>
<td>Contemporary Topics in Counseling</td>
<td></td>
</tr>
<tr>
<td><strong>Family Business</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 337</td>
<td>Family Business</td>
<td></td>
</tr>
<tr>
<td>ENT 354</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 451</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 473</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Franchising</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 338</td>
<td>Global Franchising</td>
<td></td>
</tr>
<tr>
<td><strong>Health Care</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 411</td>
<td>Silver Industries</td>
<td></td>
</tr>
<tr>
<td>CED 474</td>
<td>Contemporary Topics in Counseling</td>
<td></td>
</tr>
<tr>
<td><strong>International</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 130</td>
<td>Entrepreneurship in a Sustainable Global Environment</td>
<td></td>
</tr>
<tr>
<td>ENT 338</td>
<td>Global Franchising</td>
<td></td>
</tr>
<tr>
<td>ENT 342</td>
<td>International Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 250</td>
<td>Social Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>ENT 340</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 440</td>
<td>Experiences in Sustainable Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td><strong>Esports</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 206</td>
<td>Start Something Globally Sustainable!</td>
<td></td>
</tr>
<tr>
<td><strong>Technology, Innovation, and Sciences</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 309</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 312</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 410</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENT 430</td>
<td>Rsrch Opprnts ENT/Eco Dvlpmnt</td>
<td></td>
</tr>
</tbody>
</table>

### Direct Electives

Select at least 6 credits from the following:

- ENT 130 Entrepreneurship in a Sustainable Global Environment
- ENT 201 Creativity, Innovation, and Vision
- ENT 202
- ENT 206 Start Something Globally Sustainable!
- ENT 240 Introduction to the Entrepreneurial Experience
- ENT 276
- ENT 250
- ENT 262
- ENT 275
- ENT 307
- ENT 309
- ENT 312
- ENT 324
- ENT 327
- ENT 328
- ENT 337 Family Business
- ENT 338 Global Franchising
- ENT 339
- ENT 340 Social Entrepreneurship
- ENT 342 International Entrepreneurship
- ENT 354
- ENT 394
- ENT 376
- ENT 396
- ENT 402
- ENT 403
- ENT 410
- ENT 411 Silver Industries
- ENT 427
- ENT 430 Rsrch Opprnts ENT/Eco Dvlpmnt
- ENT 435
- ENT 440 Experiences in Sustainable Entrepreneurship
- ENT 450
- ENT 451
- ENT 455
- ENT 473
- CED 474 Contemporary Topics in Counseling
- ENT 486
- ENT 493 Honors Work in Entrepreneurship
- ENT 498
- ENT 499 Selected Topics in Entrepreneurship
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.

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

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

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></td>
<td>Required</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>HSS 490 Senior Honors Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 credits of Honors coursework in the major</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>3 credits of Honors coursework in the major or another area</td>
<td>3</td>
</tr>
</tbody>
</table>

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