

# ENTREPRENEURSHIP, B.S.

## Overall Requirements

- 122 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 concentration requirements

## 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 105	Blueprint for Professional Success	
ACC 201	Financial Accounting	
or ACC 218	Financial Statement Preparation and Disclosures	
ACC 202	Managerial Accounting	
ECO 201	Principles of Microeconomics <sup>†</sup>	
ECO 202	Principles of Macroeconomics <sup>†</sup>	
ECO 250	Economic and Business Statistics I	
ISM 110	Business Computing I	
ISM 280	Information Systems in Organizations	
<i>Select one of the following:</i>		
ENG 101	College Writing I <sup>††</sup>	
FMS 115	Freshman Seminar in Reasoning and Discourse I <sup>††</sup>	
<i>Completion of one of the following: *</i>		
MAT 120	Calculus with Business Applications <sup>†††</sup>	
MAT 191	Calculus I <sup>†††</sup>	

\* Or a grade of C or better in any one of the following courses: MAT 115, MAT 150, MAT 151, or MAT 190.

<sup>†</sup> Counts toward GEC GSB requirement.

<sup>††</sup> Counts toward GEC GRD requirement.

<sup>†††</sup> Counts toward GEC GMT requirement.

### Common Business Core (36–39 credit hours)

Code	Title	Credit Hours
CST 105	Introduction to Communication Studies <sup>†</sup>	
ECO 300	The International Economy	
FIN 315	Business Finance I	
MAT 120	Calculus with Business Applications <sup>*</sup>	
or MAT 191	Calculus 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 Communications	

MKT 320	Principles of Marketing
PHI 361	Ethical Issues in Business <sup>††</sup>
or PHI 362	Ethical Issues in Entrepreneurship
SCM 302	Operations Management
<i>Global Sustainability Elective</i>	
One chosen from the list below. <sup>**</sup>	
ECO 100	Economics of a Global Sustainable Society
BUS 130	Entrepreneurship in a Sustainable Global Environment
ENV 110	
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

\* If not taken in the Bryan School Pre-Admission Courses. All Bryan School majors must pass either MAT 120 or MAT 191.

\*\* Or other approved Global Sustainability elective.

<sup>†</sup> Counts toward GEC GRD requirement.

<sup>††</sup> Counts toward GEC GPR requirement.

## Entrepreneurship Courses

Code	Title	Credit Hours
<b>Core Courses</b>		12
ENT 300	Ideas to Opportunities: Feasibility Analysis	
ENT 335	Entrepreneurial Finance	
ENT 336	Opportunities to Action: Business Plan	
ENT 450	Directed Business Practice	
<b>Profile Courses<sup>*</sup></b>		3
Choose one of the following Profiles:		
<i>Creative Industries</i>		
CRS 431	Entrepreneurship in Apparel Retailing and Design	
ENT 201	Creativity, Innovation, and Vision	
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 394	Advanced Studio Practicum: Art and Entrepreneurship	
ENT 402	Entrepreneurship in the Performing Arts	
ENT 421	Entrepreneurship Practicum in Apparel and Consumer Retailing: Store Operations	
ENT 455	Arts and Entrepreneurship: Career Strategies for Artists	
ENT 535	Entrepreneurship and Independent Press Publishing	
MST 524	Media Financing and Distribution	
MST 525	Media Organization and Management	
THR 584	Theatre Management	
<i>Education</i>		
CED 574	Contemporary Topics in Counseling	
<i>Family Business</i>		

ENT 337	Family Business
ENT 338	Global Franchising
ENT 354	Restaurant Entrepreneurship
ENT 404	Entrepreneurship and Innovation in Community Leadership
ENT 451	Service Management
<i>Franchising</i>	
<i>Health Care</i>	
BUS 305	Introduction to the Business of Health-Care Management
CED 574	Contemporary Topics in Counseling
ENT 307	Global Health
ENT 511	Silver Industries
<i>International</i>	
ENT 130	Entrepreneurship in a Sustainable Global Environment
ENT 338	Global Franchising
ENT 342	International Entrepreneurship
<i>Social</i>	
ENT 250	Purpose-Driven Entrepreneurship
ENT 320	Multimedia for Social Entrepreneurship and Civic Engagement
ENT 340	Social Entrepreneurship
ENT 404	Entrepreneurship and Innovation in Community Leadership
ENT 540	Social Entrepreneurship: Justice and a Green Environment
<i>Sports</i>	
TBA	
<i>Technology, Innovation, and Sciences</i>	
ENT 312	Economics of Technology
ENT 315	The Economics of Entrepreneurship
ENT 502	Entrepreneurial Urban Planning
ENT 530	Researching Opportunities in Entrepreneurship and Economic Development **
<b>Direct Electives</b> <sup>1</sup>	<b>3</b>
<i>Select at least 3 credits from the following:</i>	
BUS 305	Introduction to the Business of Health-Care Management
CED 574	Contemporary Topics in Counseling
CRS 421	Entrepreneurship Practicum in Apparel and Consumer Retailing: Store Operations
CRS 431	Entrepreneurship in Apparel Retailing and Design
ENT 130	Entrepreneurship in a Sustainable Global Environment
ENT 201	Creativity, Innovation, and Vision
ENT 206	Start Something
ENT 240	Introduction to the Entrepreneurial Experience
ENT 250	Purpose-Driven Entrepreneurship
ENT 275	Entrepreneurial Personal Branding
ENT 276	Creative Space: The Meeting of Art and Entrepreneurship
ENT 307	Global Health
ENT 312	Economics of Technology

ENT 315	The Economics of Entrepreneurship
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 402	Entrepreneurship in the Performing Arts
ENT 403	Entrepreneurial Marketing **
ENT 404	Entrepreneurship and Innovation in Community Leadership
ENT 427	Personal Selling Internship **
ENT 450	Directed Business Practice
ENT 451	Service Management
ENT 455	Arts and Entrepreneurship: Career Strategies for Artists
ENT 470	Entrepreneurial/Small Business Management
ENT 493	Honors Work in Entrepreneurship
ENT 499	Selected Topics in Entrepreneurship
ENT 502	Entrepreneurial Urban Planning
ENT 511	Silver Industries
ENT 530	Researching Opportunities in Entrepreneurship and Economic Development
ENT 540	Social Entrepreneurship: Justice and a Green Environment
MST 524	Media Financing and Distribution
MST 525	Media Organization and Management
PSC 511	Topics in Public Affairs <sup>2</sup>
PSC 540	Nonprofit Management and Leadership
THR 584	Theatre Management

\* 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: ENT 328, ENT 403, ENT 427, and ENT 530.

<sup>1</sup> Course may not be repeated for elective credit if chosen as Profile course.

<sup>2</sup> Only approved sections of PSC 511 qualify.

## Electives

Electives sufficient to complete 122 total credit hours required for the degree.