# Entrepreneurship, B.S.

## 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-policies)

### General Education Core Requirements (GEC)
(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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 115 &amp; BUS 215</td>
<td>Blueprint for Personal Development and Blueprint for Professional Development</td>
<td></td>
</tr>
<tr>
<td>or BUS 216</td>
<td>Blueprint for Personal and Professional Development</td>
<td></td>
</tr>
<tr>
<td>ACC 201</td>
<td>Financial Accounting</td>
<td></td>
</tr>
<tr>
<td>ACC 202</td>
<td>Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>ECO 201</td>
<td>Principles of Microeconomics</td>
<td>†</td>
</tr>
<tr>
<td>ECO 202</td>
<td>Principles of Macroeconomics</td>
<td>†</td>
</tr>
<tr>
<td>ECO 250</td>
<td>Economic and Business Statistics I</td>
<td></td>
</tr>
<tr>
<td>ISM 110</td>
<td>Business Computing I</td>
<td></td>
</tr>
<tr>
<td>ISM 280</td>
<td>Information Systems in Organizations</td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following:
- ENG 101 College Writing I ††
- FMS 115 Freshman Seminar in Reasoning and Discourse I ††
- 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 (https://catalog.uncg.edu/search/?P=MAT%20115), MAT 150 (https://catalog.uncg.edu/search/?P=MAT%20150), MAT 151 (https://catalog.uncg.edu/search/?P=MAT%20151), or MAT 190 (https://catalog.uncg.edu/search/?P=MAT%20190).

† Counts toward GEC GSB requirement.
†† Counts toward GEC GPR requirement.
††† Counts toward GEC GMT requirement.

### Common Business Core (38 credit hours)

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>BUS 315</td>
<td>Global and Cultural Development</td>
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<tr>
<td>BUS 415</td>
<td>Leadership Development</td>
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</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>
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<tr>
<td>or MAT 191</td>
<td>Calculus I</td>
<td></td>
</tr>
<tr>
<td>ECO 300</td>
<td>The International Economy</td>
<td></td>
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<tr>
<td>FIN 315</td>
<td>Business Finance I</td>
<td></td>
</tr>
<tr>
<td>MGT 301</td>
<td>Introduction to International Business</td>
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<tr>
<td>MGT 312</td>
<td>Organizational Behavior</td>
<td></td>
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<tr>
<td>MGT 330</td>
<td>The Legal Environment of Business</td>
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<tr>
<td>MGT 491</td>
<td>Business Policy and Strategy †</td>
<td></td>
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<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>
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<tr>
<td>PHI 361</td>
<td>Ethical Issues in Business †</td>
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<tr>
<td>SCM 302</td>
<td>Operations Management</td>
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</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
- 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

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

†† All students pursuing the Marketing major must receive a C or better in MKT 320.

††† Or other approved Global Sustainability elective.

† Counts toward GEC GPR requirement.
†† Counts toward GEC GGR requirement.
††† Counts toward GEC GMT requirement.

### Entrepreneurship Courses

#### Core Courses
- ENT 300 Ideas to Sustainable Opportunities: Feasibility Analysis
- ENT 335 Entrepreneurial Finance
- ENT 336 Opportunities to Action: Business Plan
- ENT 450 Directed Business Practice
- or ENT 427 Personal Selling Internship

#### Profile Courses *
- Choose one of the following Profiles:
  - Creative Industries
  - ENT 201 Creativity, Innovation, and Vision
  - ENT 202 Arts Admin and Entrepreneurship
ENT 276 (COURSE INACTIVE)
ENT 320 (COURSE INACTIVE)
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 (COURSE INACTIVE)
MST 424 Media Financing / Distribution
MST 425 Media Organization and Management
ENT 435 Entrepreneurship and Ind Press Publ
ENT 545 Arts and Entrepreneurship: Career Strategies for Artists
THR 484 Theatre Management
THR 486 Theatre Management and Entrepreneurship
ENT 498 Internship in Arts Administration and Entrepreneurship
Education
KIN 286 Foundations of Sport Coaching
SES 396 Transition Planning and School-Based Entrepreneurship
ELC 404 (COURSE INACTIVE)
CED 474 Contemporary Topics in Counseling
Family Business
ENT 337 Family Business
ENT 354 Restaurant Entrepreneurship
ENT 451 Service Management
Franchising
ENT 338 Global Franchising
Health Care
BUS 305 (COURSE INACTIVE)
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 320 (COURSE INACTIVE)
ENT 340 Social Entrepreneurship
ENT 404 (COURSE INACTIVE)
ENT 440 Experiences in Sustainable Entrepreneurship
Sports
ENT 286 Foundations of Sport Coaching
Technology, Innovation, and Sciences
ENT 290
ISM 292 (COURSE INACTIVE)
ENT 309 Entrepreneurship in the Public Sector
ENT 312 Economics of Technology
ENT 402 Entrepreneurship in the Performing Arts
ENT 410 Sustainable Urban Planning in an Entrepreneurial Environment
ENT 430 Rsrch Opprtnts ENT/Eco Dvlpmnt
Direct Electives
Select at least 3 credits from the following:
ENT 130 Entrepreneurship in a Sustainable Global Environment
ENT 200 Introduction to Entrepreneurial Finance
ENT 201 Creativity, Innovation, and Vision
ENT 206 Start Something Sustainable!
ENT 240 Introduction to the Entrepreneurial Experience
ENT 250 Purpose-Driven Entrepreneurship
ENT 275 Entrepreneurial Personal Branding
ENT 286 Foundations of Sport Coaching
ENT 290
ENT 309 Entrepreneurship in the Public Sector
ENT 312 Economics of Technology
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
SES 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
PSC 411 Topics in Public Affairs
MST 424 Media Financing / Distribution
MST 425 Media Organization and Management
ENT 427 Personal Selling Internship
ENT 430 Rsrch Opprtnts ENT/Eco Dvlpmnt
ENT 435 Entrepreneurship and Ind Press Publ
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
CED 474 Contemporary Topics in Counseling
THR 484 Theatre Management
THR 486 Theatre Management and Entrepreneurship
ENT 493 Honors Work in 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: ENT 328, ENT 403, ENT 427, ENT 324, and ENT 430. Entrepreneurship and Business Studies double majors, only the ENT/BUS 300 and ENT/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.

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