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.

Bryan School Common Business Core

Required

<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></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>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>
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<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>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

<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 Analysis</td>
<td>9</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>
</tbody>
</table>

Core Courses

Profile Courses - Choose one of the following Profiles: 3

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 | Entrprmrshp 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! |  |

Select at least 6 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 410 | Sustainable Urban Planning in an Entrepreneurial Environment |
- ENT 430 | Rsrch Opprtnts ENT/Eco Dvlpmnt |

Direct Electives 6

- 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 Opprtnts ENT/Eco Dvlpmnt |
- ENT 435 | Entrprmrshp 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 |
Entrepreneurship, B.S.

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<tr>
<td>ENT 498</td>
<td>Internship in Arts Administration and Entrepreneurship</td>
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</tr>
<tr>
<td>ENT 499</td>
<td>Selected Topics in Entrepreneurship $^2$</td>
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</tbody>
</table>

* 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.

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.

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