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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>University Requirements</td>
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<tr>
<td></td>
<td>General Education Requirements - Minerva's Academic Curriculum (MAC)</td>
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</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td></td>
<td>Required</td>
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<tr>
<td></td>
<td>BUS 315 Global and Cultural Development</td>
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<td>BUS 415 Leadership Development</td>
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<tr>
<td></td>
<td>CST 105 Introduction to Communication Studies</td>
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<td></td>
<td>ECO 300 The International Economy</td>
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<td></td>
<td>FIN 315 Business Finance I</td>
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<td></td>
<td>MGT 301 Introduction to International Business</td>
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<td></td>
<td>MGT 312 Organizational Behavior</td>
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<td>MGT 330 The Legal Environment of Business</td>
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<td>MGT 491 Business Policy and Strategy</td>
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<td></td>
<td>MKT 309 Business Communication &amp; Innovation</td>
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<tr>
<td></td>
<td>MKT 320 Principles of Marketing</td>
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<tr>
<td></td>
<td>PHI 261 Ethical Issues in Business</td>
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<tr>
<td></td>
<td>or PHI 262 Ethical Issues in Entrepreneurship</td>
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<tr>
<td></td>
<td>SCM 302 Operations Management</td>
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<tr>
<td></td>
<td><strong>Global Sustainability Elective - One chosen from the list below:</strong></td>
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<tr>
<td></td>
<td>ECO 100 Economics of a Global Sustainable Society</td>
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<tr>
<td></td>
<td>ENT 130 Entrepreneurship in a Sustainable Global Environment</td>
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<td></td>
<td>LLC 120 Global Crossings: Topics in Images, Media, and Texts</td>
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<td>LLC 130 Global Green: Cultures of Production and/or Consumption</td>
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<td></td>
<td>HTM 200 Introduction to Sustainable Development</td>
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</tbody>
</table>

* 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>3</td>
</tr>
<tr>
<td>ENT 335</td>
<td>Entrepreneurial Finance</td>
<td>3</td>
</tr>
<tr>
<td>ENT 336</td>
<td>Opportunities to Action: Business Plan</td>
<td>3</td>
</tr>
</tbody>
</table>

### Core Courses

#### Profile Courses - Choose one of the following Profiles:

- **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: Entreprenship 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!

### 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: 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 311: 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: Entreprenship 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
- ENT 498: Internship in Arts Administration and Entrepreneurship
- ENT 499: Directed Business Practice

*Denotes courses that require special permission or have specific prerequisites.

**Denotes courses that are part of the profile requirements.

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*Technology, Innovation, and Sciences*
ENT 498  Internship in Arts Administration and Entrepreneurship

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.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
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<tbody>
<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>
</tbody>
</table>

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