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 concentration 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 or BUS 216</td>
<td>Blueprint for Personal Development and Blueprint for 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>
<tr>
<td>ENG 101</td>
<td>College Writing I</td>
<td>††</td>
</tr>
<tr>
<td>FMS 115</td>
<td>Freshman Seminar in Reasoning and Discourse I ††</td>
<td></td>
</tr>
<tr>
<td>RCO 101</td>
<td>College Writing I</td>
<td>††</td>
</tr>
<tr>
<td>MAT 120</td>
<td>Calculus with Business Applications †††</td>
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</tr>
<tr>
<td>MAT 191</td>
<td>Calculus I</td>
<td>†††</td>
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</table>

* 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 GRD requirement.

‡ Counts toward GEC GPR requirement.

** Or other approved Global Sustainability elective.

†† Counts toward GEC GSB requirement.

Common Business Core (38 credit hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<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>
<td></td>
</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>
<td></td>
</tr>
<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>
<td></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 Communications</td>
<td></td>
</tr>
<tr>
<td>MKT 320</td>
<td>Principles of Marketing †</td>
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<tr>
<td>PHI 361</td>
<td>Ethical Issues in Business ††</td>
<td></td>
</tr>
<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

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

Entrepreneurship Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>ENT 300</td>
<td>Ideas to Opportunities: Feasibility Analysis</td>
<td></td>
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<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>
<tr>
<td>ENT 450</td>
<td>Directed Business Practice</td>
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</tr>
<tr>
<td>or ENT 427</td>
<td>Personal Selling Internship</td>
<td></td>
</tr>
</tbody>
</table>

Profile Courses 3

Choose one of the following Profiles:

Creative Industries

- ENT 201 | Creativity, Innovation, and Vision
- ENT 202 | Arts Admin and Entrepreneurship

Entrepreneurship (Course Inactive)

Entrepreneurship (Course Inactive)

Entrepreneurship (Course Inactive)

Entrepreneurship (Course Inactive)

Entrepreneurship (Course Inactive)

Entrepreneurship (Course Inactive)
ENT 394  Advanced Studio Practicum: Art and Entrepreneurship

ENT 402

ENT 421 (COURSE INACTIVE)

MST 424  Media Financing / Distribution

MST 425  Media Organization and Mgmt

ENT 435  Entrpmrshp and Ind Press Publ

ENT 455  Arts and Entrepreneurship: Career Strategies for Artists

THR 484  Theatre Management

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

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

ENT 410  Entrepreneurial Urban Plng

ENT 430  Rsrch Opprtns ENT/Eco Dvlpmnt

Direct Electives 1

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

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 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

SES 396  Transition Planning and School-Based Entrepreneurship

ENT 402

ENT 403  Entrepreneurial Marketing **

ENT 410  Entrepreneurial Urban Plng

ENT 411  Silver Industries

PSC 411  Topics in Public Affairs

MST 424  Media Financing / Distribution

MST 425  Media Organization and Mgmt

ENT 427  Personal Selling Internship **

ENT 430  Rsrch Opprtns ENT/Eco Dvlpmnt

ENT 435  Entrpmrshp and Ind Press Publ

ENT 440  Experiences in Sustainable Entrepreneurship

PSC 440  Nonprofit Management and Leadership

ENT 450  Directed Business Practice

ENT 451

ENT 455  Arts and Entrepreneurship: Career Strategies for Artists

CED 474  Contemporary Topics in Counseling

THR 484  Theatre Management

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.
*** In rare cases an Independent Study focused on entrepreneurial research or a special project may qualify with faculty approval.

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

2 Only approved sections of PSC 411 qualify.

**Electives**

Electives sufficient to complete 120 total credit hours required for the degree.