

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

Code	Title	Credit Hours
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.

Code	Title	Credit Hours	
Required			
BUS 115 & BUS 215 or BUS 216	Blueprint for Personal Development and Blueprint for Professional Development or Blueprint for Personal and Professional Development	29-30	
ACC 201	Financial Accounting		
ACC 202	Managerial Accounting		
ECO 201	Principles of Microeconomics		
ECO 202	Principles of Macroeconomics		
ECO 250	Economic and Business Statistics I		
ISM 110	Foundations for Analytics using Spreadsheets		
ISM 280	Information Systems for Decision Making		
<i>Select one of the following:</i>			
ENG 101	Exploring Writing in College Contexts		
ENG 102	Academic Research and Writing		

FMS 115 Freshman Seminar in Reasoning and Discourse: Written Communication

Completion of one of the following:

MAT 115	College Algebra
MAT 118	Algebra with Business Applications
MAT 120	Calculus with Business Applications
MAT 150	Precalculus I
MAT 151	Precalculus II
MAT 190	Precalculus
MAT 183	Mathematics for the Life Sciences
MAT 184	Calculus for the Life Sciences
MAT 191	Calculus I
MAT 292	Calculus II
MAT 293	Calculus III
MAT 196	Calculus A
MAT 296	Calculus B

Bryan School Common Business Core

Code	Title	Credit Hours
Required		38
BUS 315	Global and Cultural Development	
BUS 415	Leadership Development	
CST 105	Introduction to Communication Studies	
ECO 300	The International Economy	
FIN 315	Business Finance 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 Communication & Innovation	
MKT 320	Principles of Marketing	
PHI 261	Ethical Issues in Business	
or PHI 262	Ethical Issues in Entrepreneurship	
SCM 302	Operations Management	
<i>Global Sustainability Elective - One chosen from the list below: **</i>		
ECO 100	Economics of a Global Sustainable Society	
ENT 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

Code	Title	Credit Hours
Core Courses		9
ENT 300	Ideas to Sustainable Opportunities: Feasibility Analysis *	
ENT 336	Opportunities to Action: Business Plan *	
FIN 335	Entrepreneurial Finance	
Profile Courses - Choose one of the following Profiles: **		3
<i>Creative Industries</i>		
AAD 202	Arts Admin and Entrepreneurship	
AAD 376	Micro-Enterprise for Creatives	
AAD 498	Internship in Arts Administration and Entrepreneurship	
ART 276	Creative Space: The Meeting of Art and Entrepreneurship	
ART 394	Advanced Studio Practicum: Art and Entrepreneurship	
DCE 455	Arts and Entrepreneurship: Career Strategies for Artists	
ENT 201	Creativity, Innovation, and Vision	
ENG 327	Writing for Professionals and Entrepreneurs	
ENG 435	Entrepreneurship and Independent Press Publishing	
IAR 321	Design Thinking and/or Entrepreneurial Thinking	
MUP 402	Entrepreneurship in the Performing Arts	
THR 486	Theatre Management and Entrepreneurship	
<i>Education</i>		
CED 474	Contemporary Topics in Counseling	
SES 396	Transition Planning and School-Based Entrepreneurship	
<i>Family Business</i>		
ENT 337	Family Business	
HTM 364	Restaurant Entrepreneurship	
HTM 451	Service Management	
HTM 474	Wine Business Management	
<i>Franchising</i>		
ENT 338	Global Franchising	
<i>Health Care</i>		
CED 474	Contemporary Topics in Counseling	
ENT 411	Silver Industries	
HEA 307	Global Health	
<i>International</i>		
ENT 130	Entrepreneurship in a Sustainable Global Environment	
ENT 338	Global Franchising	
ENT 342	International Entrepreneurship	
<i>Social</i>		
ENT 340	Social Entrepreneurship	
ENT 440	Experiences in Sustainable Entrepreneurship	
HHS 250	Purpose-Driven Entrepreneurship	
<i>Esports</i>		
ENT 206	Start Something Globally Sustainable!	

Technology, Innovation, and Sciences

ECO 312	Economics of Technology	
ENT 430	Researching Opportunities in Entrepreneurship and Economic Development *	
GES 402	Sustainable Urban Planning in an Entrepreneurial Environment	
PSC 309	Entrepreneurship in the Public Sector	
Direct Electives ¹		6
<i>Select at least 6 credits from the following:</i>		
AAD 202	Arts Admin and Entrepreneurship	
AAD 376	Micro-Enterprise for Creatives	
AAD 498	Internship in Arts Administration and Entrepreneurship	
ART 276	Creative Space: The Meeting of Art and Entrepreneurship	
ART 394	Advanced Studio Practicum: Art and Entrepreneurship	
BUS 339	Entrepreneurial Leadership	
BUS 450	Directed Business Practice	
CED 474	Contemporary Topics in Counseling	
DCE 455	Arts and Entrepreneurship: Career Strategies for Artists	
ECO 312	Economics of Technology	
ENG 327	Writing for Professionals and Entrepreneurs	
ENG 435	Entrepreneurship and Independent Press Publishing	
ENT 130	Entrepreneurship in a Sustainable Global Environment	
ENT 201	Creativity, Innovation, and Vision	
ENT 206	Start Something Globally Sustainable!	
ENT 240	Introduction to the Entrepreneurial Experience	
ENT 337	Family Business	
ENT 338	Global Franchising	
ENT 340	Social Entrepreneurship	
ENT 342	International Entrepreneurship	
ENT 411	Silver Industries	
ENT 430	Researching Opportunities in Entrepreneurship and Economic Development *	
ENT 440	Experiences in Sustainable Entrepreneurship	
ENT 493	Honors Work in Entrepreneurship ²	
ENT 499	Selected Topics in Entrepreneurship ²	
GES 402	Sustainable Urban Planning in an Entrepreneurial Environment	
HEA 307	Global Health	
HHS 250	Purpose-Driven Entrepreneurship	
HHS 275	Entrepreneurial Personal Branding	
HTM 364	Restaurant Entrepreneurship	
HTM 451	Service Management	
HTM 474	Wine Business Management	
MKT 324	Professional Selling	
MKT 328	Sales Leadership	
MKT 403	Entrepreneurial Marketing	
MKT 427	Personal Selling Internship	
MUP 402	Entrepreneurship in the Performing Arts	

PHI 262	Ethical Issues in Entrepreneurship
PSC 309	Entrepreneurship in the Public Sector
SES 396	Transition Planning and School-Based Entrepreneurship
THR 486	Theatre Management and 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, MKT 403, MKT 427, ENT 430, or MKT 324.*
- * *Entrepreneurship and Business Studies double majors, only the ENT 300 and ENT 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.

Code	Title	Credit Hours
Required		3
HSS 490	Senior Honors Project	
6 credits of Honors coursework in the major		6
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>