

Bachelor of Arts in Entrepreneurship

The Bachelor of Arts in Entrepreneurship offers you a practical, hands-on understanding of what it takes to be a successful entrepreneur in today's competitive marketplace. You'll learn about leveraging business opportunities into viable business entities as you study idea generation, marketing, management, operations, capital funding, and the legal aspects of beginning a new venture. This bachelor's degree program is ideal if you want to gain knowledge about starting your own venture, taking over a family-owned company, or working within a startup organization.

This program has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP®) (<http://www.acbsp.org>).

ACBSP® is a registered trademark of the Accreditation Council for Business Schools and Programs.

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Identify strengths, weaknesses, opportunities, and threats in the product, service, or nonprofit environments.
- Design an appropriate business strategy to support an entrepreneurial business based on research, critical thinking, and leadership skills.
- Evaluate analytical skills necessary to operate a business efficiently and effectively that meet strategic planning and goals.
- Interpret concepts of contract, tort, Uniform Commercial Code (UCC), regulations, and employment law to entrepreneurial business enterprises.
- Recommend various methods necessary to grow an entrepreneurial venture through financial analysis and capital funding options.

Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	39
	Select one of the following concentrations:	12
	General Concentration (p. 3)	
	Business Analytics (p. 3)	

	Food and Beverage Industry (p. 3)	
	Small Business (p. 4)	
	Sports Fitness (p. 4)	
	Final Program Requirements	3
	Elective Requirements	36
	Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH240	Survey of Photography	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop®	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI212	Jazz and Rock	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	

RELS101	Introduction to the Study of Religion
RELS201	Introduction to World Religions
RUSS100	Russian I
SPAN100	Spanish I
SPAN101	Spanish II
STEM270	Thinking and Acting Ethically

Civics, Political and Social Sciences (6 semester hours)¹

Select 2 courses from the following: 6

ANTH100	Introduction to Anthropology
ANTH202	Introduction to Cultural Anthropology
CHFD220	Human Sexuality
COMM211	Social Media and Society
COMM240	Intercultural Communication
ECON101	Microeconomics
ECON102	Macroeconomics
ECON201	Microeconomics for Business
ECON202	Macroeconomics for Business
EDUC200	Humane Education: A Global Interdisciplinary Perspective
GEOG101	Introduction to Geography
HOSP110	Practical Food Safety and Awareness
IRLS210	International Relations I
LITR212	Forgotten America—Under Represented Cultures in American Literature
LITR235	Four Points of the Compass: Culture and Society Around the World
POLS101	Introduction to Political Science
POLS210	American Government I
PSYC101	Introduction to Psychology
RELS250	Death and Dying
RELS260	Race & Religion
RELS270	Hope and Resilience
SOCI111	Introduction to Sociology
SOCI212	Social Problems
SOCI220	American Popular Culture
STEM280	Exploring Society and Cultures via Science Fiction

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3
Select 1 course from the following:		3
COMM200	Public Speaking	
ENGL101	Proficiency in Writing	
ENGL115	Argumentation and Rhetoric	
ENGL210	Introduction to Literature	

ENGL220	Technical Writing
ENGL221	Scientific Writing
ENGL226	Effective Business Communication
HRMT101	Human Relations Communication
IRLS200	Information Literacy and Global Citizenship
ITCC231	Introduction to Information Technology Writing
MGMT100	Human Relations

History (3 semester hours)

Select 1 course from the following: 3

HIST101	American History to 1877
HIST102	American History since 1877
HIST111	World Civilization before 1650
HIST112	World Civilization since 1650
HIST121	Western Civilization before The Thirty Years War
HIST122	Western Civilization since The Thirty Years War
HIST221	African-American History before 1877
HIST222	African-American History since 1877
HIST223	History of the American Indian
HIST270	History of Science
STEM185	The History and Context of STEM

Mathematics and Applied Reasoning (3 semester hours)

MATH120	Introduction to Statistics	3
---------	----------------------------	---

Natural Sciences (3 semester hours)

Select 1 course from the following: 3

BIOL180	Introduction to Biology
BIOL181	Introduction to Human Anatomy and Physiology
CHEM180	Introduction to Chemistry
ERSC180	Introduction to Meteorology
ERSC181	Introduction to Geology
EVSP180	Introduction to Environmental Science
PHYS180	Introduction to Physics
SPST180	Introduction to Astronomy
STEM100	Introduction to STEM Disciplines

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (39 semester hours)

Code	Title	Semester Hours
ACCT105	Accounting for Non Accounting Majors	3
ENTR150	Idea Generation	3
ENTR215	Innovation Design and Prototyping	3
ENTR210	Entrepreneurs as Leaders	3

ENTR300	Foundations of Entrepreneurship	3
ENTR311	Business Plan Foundations	3
ENTR427	Technological Innovation	3
ENTR320	Practical Law for the Entrepreneur	3
ENTR315	Financing a New Venture	3
ENTR410	Money Management for Entrepreneurs	3
ENTR426	Strategic Growth	3
ENTR416	Innovative Marketing	3
ENTR312	Social Entrepreneurship	3
Total Semester Hours		39

Students must choose a concentration for this degree program and may select from a General concentration, Concentration in Business Analytics, Concentration in Food and Beverage Industry, Concentration in Retail Industry, Concentration in Small Business, or Concentration in Sports Fitness.

General Concentration (12 semester hours)

This concentration is designed to equip graduates with a practical, hands-on understanding of what it takes to run a successful business in today's business environment. Students will learn about leveraging and a variety of business opportunities into viable business entities. Studies include marketing, management, operations, finance, accounting, and the legal aspects of running a business. This concentration is applicable for any student who has a desire to start their own business, plans to take over a family owned business, or otherwise currently works in an entrepreneurial enterprise.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Discuss economic factors associated with government, business, and consumer environments and apply theoretical techniques to analyze markets.
- Apply concepts of contract, tort, Uniform Commercial Code (UCC), and property law to entrepreneurial business enterprises.
- Compose an entrepreneurial business strategy based on in depth analysis of internal and external factors and competitive and environmental forces.
- Apply critical thinking and decision-making skills by collecting data through various research tools in order to develop alternatives and solve problems objectively.
- Practice quantitative skills necessary in to grow an entrepreneurial business through work in accounting, finance, and statistics.
- Develop a marketing plan to support an entrepreneurial business that leverages its overall business strategy.

- Practice analytical skills necessary to operate a business efficiently and effectively.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
ENTR216	Service Innovation and Delivery	3
ENTR310	The Family Owned Business	3
ENTR313	Non-Profit Entrepreneurship	3
ENTR421	The Value of Networking	3
Total Semester Hours		12

Concentration in Business Analytics (12 semester hours)

This concentration provides the student with an array of study and course work in business analytics, tools to use for analytics, decision-making, and applied analytics.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Compare operational statistical theories and software options for objective decision-making.
- Use managerial level statistical methods to integrate into objective decision-making processes.
- Apply analytical concepts to support decision-making.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
BUSN250	Analytics I	3
BUSN350	Analytics II	3
BUSN450	Advanced Analytics	3
ANLY460	Applied Analytics I	3
Total Semester Hours		12

Concentration in Food and Beverage Industry (12 semester hours)

The restaurant industry is the second largest private-sector employer in the United States, and it adds jobs at a stronger rate than all other industries combined. By 2023, the restaurant industry is projected to add 1.3 million jobs (National Restaurant Association, 2015). In 2015

alone, restaurants are expected to add over 300,000 jobs. Further, restaurant industry sales account for 4% of the U.S. gross GDP. Starting and owning their own food and/or drink establishment is one of the top three goals of our current entrepreneurship students.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Describe food service industry trends in nutrition and health and explain how food service operations may incorporate these trends into menu development
- Design and implement cost control systems as they relate to foodservice operations.
- Develop menus, and analyze recipes, their structures and conversion properties.
- Incorporate industry standards to inform decisions related to safe and efficient food service operations.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		12
HOSP200	Food and Beverage Management	
HOSP202	Quantity Food Preparation	
HOSP207	Principles of Cost Control in Foodservice Operations	
HOSP304	Nutrition in the Food Service Industry	
HOSP316	History and Culture of Wine	
Total Semester Hours		12

Concentration in Small Business (12 semester hours)

This concentration is designed for students who want to focus on possibly being a small business owner. Graduates examine leadership, customer service, operations, social media, and marketing specific to a small business. Developed to bring specialized knowledge to entrepreneurs, this program will expose students to key concepts and principles to be a successful small business owner.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Summarize employment practices for small business owners.
- Recommend a customer service model for a new small business.

- Conduct appropriate marketing functions for your business venture.
- Assess relevant areas for cost improvement for a small business.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		12
ENTR200	Leadership in Small Business Ventures	
ENTR340	Small Business Customer Service	
ENTR415	Marketing the Successful Small Business	
ENTR420	Social Media to Grow Small Business	
ENTR425	Operating a Small Business	
ENTR430	Virtual Small Business	
Total Semester Hours		12

Concentration in Sports Fitness (12 semester hours)

The fitness industry is growing and many individuals express an interest in being an entrepreneur in this field. Research shows growth estimates ranging from 9.76 billion dollars in 2008 to a \$24 billion industry today. The fitness industry services some 51 million Americans of all ages and income levels. The fitness industry has been forecasted to grow 23% by 2025 and encompasses different types of gyms. Sports fitness is a growing industry due in part to increased awareness of health and wellness. In this concentration, students will focus on wellness, conditioning, trends, and culture.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Discuss factors affecting endurance training and methods for developing endurance.
- Examine the body's responses to weight training, training and conditioning, and strength training exercises.
- Analyze the health benefits gained from strength training.
- Apply concepts related to health promotion and disease prevention.
- Design a functional training program.
- Examine the issues and trends associated with fitness and wellness.

Concentration Requirements (12 semester hours)

Code	Title	Semester Hours
Select 4 courses from the following:		12
PBHE209	Wellness: Health Promotion and Disease Prevention	
SPHE295	Foundations of Nutrition	
SPHE420	Exercise Programming and Testing	
SPHE460	Business Aspects of Fitness and Wellness	
SPHE461	Current Issues and Trends in Fitness and Wellness	
SPMT316	Sports and Recreation Facility Management	
Total Semester Hours		12

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
ENTR498	Entrepreneurship Senior Capstone (to be taken as the last course before graduation) ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (36 semester hours)

Code	Title	Semester Hours
Select any courses not already taken to fulfill the requirements listed above. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.		36
Total Semester Hours		36