

Entrepreneurship (BBA)

Suggested Plan of Study

2019-2020 Catalog

Fall - Semester 1		Spring - Semester 2	
ENGL 1113 Composition I	3	ENGL 1123 Composition II	3
MATH 1023 College Algebra	3	IS 2053 Business Information Systems	3
FIN 2003 Personal Finance	3	Social Science choice (GEOG 2003, PSCI 2003, PSYC 2003, SOC 1003 or SOC 2003)	3
*HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II or PSCI 2003 American Government: National	3	*HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II or PSCI 2003 American Government: National	3
Free Elective	1	Biological Science Choice/Lab BIOL 1043/1041 or BIOL 1203/1201	4
GSTD 1002 Freshmen Seminar	2		
	15		16
Fall - Semester 3		Spring - Semester 4	
World Literature I/II (ENGL 2213 or ENGL 2223)	3	MGMT 2003 Business Communications	3
Physical Science choice/Lab (CHEM 1013/1011, CHEM 1023/1021, CHEM 1133/1131, GEOL 1003/1001, PHSC 2023/2021, PHYS 2003/2001, PHYS 2133/2131, or PHYS 2203/2201)	4	Fine Arts/Humanities (ART 2013, HUM 2003, ENGL 2213, ENGL 2223, MUS 2003 or MUS 2013, PHIL 2403, THEA 2003 or Foreign Language)	3
GBUS 2003 Legal Environment	3	GBUS 2013 Quantitative Analysis I	3
ECON 2103 Microeconomics	3	ECON 2203 Macroeconomics	3
ACCT 2003 Principles of Accounting I	3	ACCT 2103 Principles of Accounting II	3
	16		15
Fall - Semester 5		Spring - Semester 6	
MGMT 4023 Entrepreneurship	3	FIN 3033 Entrepreneurial Finance	3
GBUS 3183 Quantitative Analysis II	3	Entrepreneurship Elective	3
MGMT 3073 Professional Communication Strategies	3	MGMT 3023 Organizational Theory and Behavior	3
IS 3053 Managing Information Systems	3	IS 3003 Web Development for Business and Commerce	3
MKTG 3033 Principles of Marketing	3	Fine Arts/Humanities (ART 2013, HUM 2003, ENGL 2213, ENGL 2223, MUS 2003 or MUS 2013, PHIL 2403, THEA 2003 or Foreign Language)	3
	15		15
Fall - Semester 7		Spring - Semester 8	
MGMT 4063 Production and Operations Management	3	MKTG 4053 Integrated Marketing Communication	3
FIN 3003 Financial Management	3	MGMT 4203 Guided Senior Experience for Entrepreneurs or Appropriate Business Internship	3
Entrepreneurship Elective	3	MGMT 4093 Strategy & Policy	3
Entrepreneurship Elective	3	MGMT 4043 International Business or MGMT 4313 International Field Experience	3
Free Elective	3	Free elective	1
	15		13

Total hours required for major - 120 hours

*Note: Must have six hours of history/government. Three hours must be World History I or II. Three hours must be U.S. History I, U.S. History II or American Government: National.

Entrepreneurship Electives

Offered each fall	Offered each spring
ART 2123 Graphic Software Applications*	MGMT 4053 Human Resource Management
ART 3353 Multimedia & Web Design*	MGMT 4073 Supply Chain Management
IS 2103 Object Oriented Programming*	
MKTG 4023 Marketing Research	
MKTG 4043 Retailing	
IS/MKTG 3413 Social Media for Business	

*Web-based entrepreneurs should consider taking these courses.