

ENTREPRENEURSHIP MAJOR (A)

Entrepreneurship is characterized by creativity and innovation, risk-taking and learning from failure. Students in this program will develop a network of individuals, organizations and professionals who are entrepreneurial-minded and connected to resources. Students are expected to demonstrate competence in leveraging technology in market research and identification, develop a business model, prototype an idea for a business or service, and develop a business plan for a start up or participate in starting a company or new business venture.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in Entrepreneurship, students will be able to:

1. Develop and grow an entrepreneurial network of individuals, organizations and professionals.
2. Develop and display knowledge and skills related to innovation, creativity, problem-solving, perseverance and adaptability.
3. Ideate and identify emerging markets, trends, problems, and challenges.
4. Demonstrate competence in leveraging technology in market research and identification.
5. Articulate a vision for and commitment to ethical business practice in the education sector.
6. Demonstrate adaptability and "pivot-ability."
7. Develop a business model and prototype an idea for a business or service.
8. Create and develop business plans.
9. Start or participate in starting a company/new business venture.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		48
Electives		27
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201)	

or COMM 20 Interpersonal Communication		
<i>Core Business Requirements</i>		
ACCT 205	Accounting & Finance for Business Professionals	3
BUS 210	Business Law I	3
BUS 161	Business Essentials	3
or BUS 162	Quantitative Business Essentials	
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
MGMT 130	Management & Leadership	3
or MBA 544	People-Focused Management	
MKTG 131	Sales and Marketing	3
Required Major Courses		
ENTR 250	Legal Landscape of Entrepreneurship	3
MGMT 360	Small Business Administration	3
ENTR 362	Planning New Ventures	3
MKTG 426	Marketing Research	3
ENTR 390	Entrepreneurship Practicum	3
BUS 335	Nonprofit Fundraising and Grant Writing	3
Choose 1 of the following:		3
BUS 272	Organizational Management Principles	
BUS 330	Supply Chain Management	
MKTG 345	E-Commerce	
Total Hours		48