ENTREPRENEURSHIP MAJOR (M)

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
Required Core Courses		
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	
Core Business Requirements		
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**