

# 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 ( <a href="https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/">https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/</a> ) <sup>1</sup>		45
<b>Major Requirements</b>		<b>60</b>
<b>Electives</b>		<b>15</b>
Minor: Optional		
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> 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)	

COMM 201	Interpersonal Communication (or COMM 105)	
<i>Required Business Core Courses</i>		
ACCT 203	Financial Accounting	3
ACCT 223	Managerial Accounting	3
BUS 162	Quantitative Business Essentials	3
or BUS 161	Business Essentials	
BUS 210	Business Law I	3
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
FIN 300	Principles of Finance	3
MGMT 130	Principles of Management	3
MGMT 336	Human Resource Management	3
MGMT 450	International Business	3
MKTG 131	Principles of Marketing	3
<b>Required Courses</b>		<b>21</b>
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:		
BUS 272	Organizational Management Principles	3
BUS 330	Supply Chain Management	3
MKTG 345	E-Commerce	3