



Business & Entrepreneurial Studies Major
Bachelor of Science
2010-2011

Our Business and Entrepreneurial Studies program emphasizes professional skills and entrepreneurial talents. Entrepreneurship infuses and inspires the curriculum, from introductory business and marketing courses through capstone courses in entrepreneurship and real world experience.

Successful entrepreneurs are innovators, dreamers and doers. They are prudent risk takers and persistent and focused problem solvers. Our program seeks to encourage and develop entrepreneurs and an entrepreneurial culture.

Every Business & Entrepreneurial Studies student completes nine foundation courses (27 credit hours) in business, marketing, accounting, economics and statistics, and then chooses a concentration of 11, mainly upper-level, courses (33 credit hours). Students choose from concentrations in Accounting, Management, Marketing, Business Sustainability and Sport and Fitness Management, or can design their own concentration, with the approval of the Business faculty.

The Business & Entrepreneurial Studies program provides students technical excellence and entrepreneurial spirit in a small-college atmosphere.

Program Requirements

60 cr

In addition to the major requirements, students must complete the University Core. Note that some Core requirements may be met by certain Business & Entrepreneurial Studies requirements. To graduate, students must earn a minimum of 120 credits and achieve a cumulative grade point average of at least 2.00.

Foundation Courses

27 cr

ACC 201	Financial Accounting	3
ACC 212	Financial Accounting II	3
BUS 111	Intro to Business	3
BUS 212	Business Communications	3
BUS 221	Business Law I	3
ECO 201	Macroeconomics	3
ECO 202	Microeconomics	3
MAR 101	Marketing & Entrepreneurship	3
MAT 113	Intro to Statistics	3

Accounting Concentration

33 cr

ACC 202	Managerial Accounting	3
ACC 301	Intermediate Accounting I	3

ACC 302 Intermediate Accounting II	3
ACC 311 Individual Income Tax	3
ACC 314 Quickbooks	3
ACC 432 Auditing	3
MAN 302 Small Business Management & Entrepreneurship	3
MAN 325 Finance	3
MAN 406 Entrepreneurship	3

Select two of the following: 6

- BUS 222 Business Law II
- BUS 325 Business Ethics & Social Responsibility
- BUS 334 International Business
- COE 201 Cooperative Education
- MAN 318 Human Behavior & Organizations
- WRI 414 Grant & Proposal Writing

Business Sustainability Concentration 33 cr

BUS 222 Business Law II	3
BUS 325 Business Ethics & Social Responsibility	3
BUS 326 Business Sustainability & Environmental Management	3
BUS 357 Triple Bottom-Line Marketing (USM)	3

Select one of the following: 3

- CSE 204 Office Applications/Computer Technology
- CSE 305 Computer Applications for Professionals

MAN 302 Small Business Management & Entrepreneurship	3
MAN 325 Finance	3
MAN 406 Entrepreneurship	3
POS 305 Environmental Policy	3

Select two of the following: 6

- ACC 432 Auditing
- BUS 334 International Business
- COE 201 Cooperative Education
- ECO 223 Environmental Economics
- ENV 112 Environmental Issues
- ENV 213 Environmental Ethics & Values
- HTY 307 American Economic History
- MAN 318 Human Behavior & Organizations
- MAR 406 Marketing Research
- POS 215 American National Government
- WRI 414 Grant & Proposal Writing

Management Concentration 33 cr

ACC 202 Managerial Accounting	3
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BUS 222 Business Law II 3
BUS 334 International Business 3

Select one of the following: 3
CSE 204 Office Applications/Computer Technology
CSE 305 Computer Applications for Professionals

MAN 301 Management 3
MAN 302 Small Bus Mgt & Entrepreneurship 3
MAN 318 Human Behavior in Organizations 3
MAN 325 Finance 3
MAN 406 Entrepreneurship 3

Select two of the following: 6
BUS 324 Labor Relations Management
BUS 325 Business Ethics & Social Responsibility
BUS 332 Leadership & the Entrepreneur
COE 201 Cooperative Education
HTY 307 American Economic History
MAN 313 Managerial Decision Making
MAN 315 Essentials of Negotiation
MAN 321 Operations Management
MAN 332 Human Resource Management
MAR 306 Marketing Mgt for Entrepreneurs
MAR 406 Marketing Research
POS 215 American National Government

Sport & Fitness Management Concentration 33 cr

BUS 332 Leadership & the Entrepreneur 3
CSE 305 Computer Apps for Professionals 3
MAN 301 Management 3
MAN 318 Human Behavior in Organizations 3
MAN 406 Entrepreneurship 3

Select one: 3
REM 124 Recreation Safety & First Aid
REM 224 Athletic Injury Management

REM 202 Recreation Sports Methods 3
REM 226 Program Planning/Event Management 3
REM 301 Facility Operations 3

Select two of the following: 6
BUS 222 Business Law II
BUS 324 Labor Relations Management
BUS 325 Business Ethics & Social Responsibility

MAN 315 Essentials of Negotiation
MAN 325 Finance
MAN 332 Human Resource Management
MAR 306 Marketing Mgt for Entrepreneurs
REM 302 Rec Facility Planning & Design
REM 315 Sports Marketing
REM 326 Athletic Administration/Sport Mgt

Self-Designed Concentration

33 cr

A student's Self-Designed concentration must be formally approved by Business faculty. A Self-Designed concentration must be composed of 33 credit hours, including a 3 credit capstone course, at least 3 hours of computer applications, and a minimum of 15 credits at the 300 level or above (including capstone course).