

MANAGEMENT (BBA) - ENTREPRENEURSHIP CONCENTRATION

Program Overview

The B.B.A. in Management major consists of three distinct concentrations. Each concentration prepares students for successful careers in business; however the focus is different. The **Small Business and Entrepreneurship** concentration prepares students to start, operate, and/or build their small business to be competitive in a global environment. The program includes hands-on experiences including student learning projects with a small company and writing a business plan. While students completing the degree might choose to start a new business, the knowledge, skills, and abilities that are learned in the program will also prepare students to be valued members of a large company.

Career Opportunities

The Entrepreneurship concentration prepares students for careers ranging from entrepreneurial ventures, small business or family business proprietorship, to corporate careers in many of the areas listed for the other business majors.

Program of Study Core Requirements

| Code | Title | Credit Hours |
|---|--|--------------|
| BBA Core | | |
| Minimum grade of C is required ¹ | | |
| BUSA 3115 | Business Analytics I | 3 |
| BUSA 3116 | Managerial Decision Making or MISM 3116 Business Analytics II | 3 |
| BUSA 3135 | International Business | 3 |
| BUSA 4000 | Business Professional Exit Requirement | 0 |
| BUSA 4185 | Strategic Management | 3 |
| FINC 3105 | Principles of Finance | 3 |
| MGMT 3115 | Principles of Management | 3 |
| MISM 3115 | Principles of Information Systems Management | 3 |
| MKTG 3115 | Principles of Marketing | 3 |
| BUSA 3126 | Business Law | 3 |
| BBA Core total | | 27 |

¹ Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

Major Requirements

| Code | Title | Credit Hours |
|---|-------|--------------|
| Core Requirements | | |
| Complete the core requirements for this program | | 45 |
| Core Total | | 45 |
| Field of Study Requirements ¹ | | |

| | | |
|--|---|-----------|
| Minimum grade of C required | | |
| ACCT 2101 | Principles of Accounting I | 3 |
| ACCT 2102 | Principles of Accounting II | 3 |
| BUSA 2100 | Introduction to Information Systems in Business | 3 |
| BUSA 2115 | Introduction to Business | 3 |
| ECON 2105 | Principles of Macroeconomics | 3 |
| ECON 2106 | Principles of Microeconomics | 3 |
| Field of Study Requirements Total | | 18 |

| | | |
|--|---|-----------|
| BBA Program Requirements | | |
| Minimum 2.0 GPA is required | | |
| Minimum grade of C is required in your major's prerequisite course | | |
| BUSA 3115 | Business Analytics I | 3 |
| BUSA 3116 | Managerial Decision Making or MISM 3116 Business Analytics II | 3 |
| BUSA 3126 | Business Law | 3 |
| BUSA 3135 | International Business | 3 |
| BUSA 4000 | Business Professional Exit Requirement (taken in last semester) | 0 |
| BUSA 4185 | Strategic Management (taken in last semester) (minimum grade of C) | 3 |
| FINC 3105 | Principles of Finance | 3 |
| MGMT 3115 | Principles of Management | 3 |
| MISM 3115 | Principles of Information Systems Management | 3 |
| MKTG 3115 | Principles of Marketing | 3 |
| BBA Program Requirements Total | | 27 |

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|---------------------------------|----------------------------------|-----------|
| Major Requirements | | |
| Minimum grade of C is required | | |
| ENTR 3175 | Introduction to Entrepreneurship | 3 |
| ENTR 4115 | New Venture Creation | 3 |
| MGMT 3135 | Human Resource Management | 3 |
| MGMT 3185 | Leadership | 3 |
| ENTR 4186 | Entrepreneurial Small Business | 3 |
| Major Requirements Total | | 15 |

| | | |
|--|---|-----------|
| Major Electives | | |
| Minimum grade of C is required | | |
| Select two of the following: 6 | | |
| BUSA 4698 | Internship | |
| FINC 3115 | Corporate Financial Analysis | |
| FINC 4126 | Analysis of Financial Statements for Investments and Management | |
| MKTG 3135 | Consumer Behavior | |
| MKTG 3138 | Social Media Marketing | |
| MKTG 4138 | Marketing Analytics | |
| Select 6 credits of electives from ACCT/BUSA/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4*** | Elective | 6 |
| Major Electives Total | | 12 |

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|--------------------------|--|--|
| General Electives | | |
|--------------------------|--|--|

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|---|----------|------------|
| Unrestricted Electives 1***/2***/3***/4*** | Elective | 6 |
| General Electives Total | | 6 |
| Total Credit Hours | | 123 |

¹ Students will not be allowed to take Area G courses until this requirement is met.

Program Map

| Course | Title | Credit Hours |
|--|--|--------------|
| First Year | | |
| Fall | | |
| ENGL 1101 | English Composition I (minimum grade of C) | 3 |
| MATH 1111 | College Algebra (or higher) (minimum grade of C) | 3 |
| AREA D | Non-Lab Science | 3 |
| ECON 2105 | Principles of Macroeconomics (minimum grade of C) | 3 |
| BUSA 2115 | Introduction to Business (minimum grade of C) | 3 |
| Credit Hours | | 15 |
| Spring | | |
| ENGL 1102 | English Composition II (minimum grade of C) | 3 |
| AREA D | Math/Science/Technology | 3 |
| AREA D | Lab Science | 4 |
| Area B2 | ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2) | 2 |
| BUSA 2100 | Introduction to Information Systems in Business (minimum grade of C) | 3 |
| By the end of spring, students should have 30 or more hours and have completed Area A requirements | | |
| Credit Hours | | 15 |
| Second Year | | |
| Fall | | |
| Area B1 | COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002 | 3 |
| AREA E | Behavioral Science | 3 |
| AREA C | Fine Arts | 3 |
| ACCT 2101 | Principles of Accounting I (minimum grade of C) | 3 |
| HIST 2111 or HIST 2112 | U. S. History to 1865 or U. S. History since 1865 | 3 |
| PEDS Elective | | 1 |
| Credit Hours | | 16 |
| Spring | | |
| AREA C | Humanities | 3 |
| AREA E | World Culture | 3 |
| ACCT 2102 | Principles of Accounting II (minimum grade of C) | 3 |

| | | |
|---------------------------|---|---|
| ECON 2106 | Principles of Microeconomics (minimum grade of C) | 3 |
| POLS 1101 | American Government | 3 |
| KINS 1106 or PHED 1205 | Lifetime Wellness or Concepts of Fitness | 2 |

At the end of spring, 63 hours (Areas A-Wellness) should be complete

| Credit Hours | | 17 |
|---------------------------|--|------------|
| Third Year | | |
| Fall | | |
| BUSA 3115 | Business Analytics I (minimum 2.0 GPA) | 3 |
| BUSA 3126 | Business Law (minimum 2.0 GPA) | 3 |
| MGMT 3115 | Principles of Management (minimum 2.0 GPA) | 3 |
| MKTG 3115 | Principles of Marketing (minimum grade of C) (minimum 2.0 GPA) | 3 |
| ENTR 3175 | Introduction to Entrepreneurship (minimum grade of C) | 3 |
| Credit Hours | | 15 |
| Spring | | |
| BUSA 3116 or MISM 3116 | Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II | 3 |
| BUSA 3135 | International Business (minimum grade of C) | 3 |
| MISM 3115 | Principles of Information Systems Management (minimum grade of C) | 3 |
| AREA I | General Elective | 3 |
| MGMT 3185 | Leadership (minimum grade of C) | 3 |
| Credit Hours | | 15 |
| Fourth Year | | |
| Fall | | |
| FINC 3105 | Principles of Finance (minimum 2.0 GPA) | 3 |
| ENTR 4115 | New Venture Creation (minimum grade of C) | 3 |
| MGMT 3135 | Human Resource Management (minimum grade of C) | 3 |
| AREA H | Major Business Elective (minimum grade of C) | 3 |
| AREA I | Business Elective (minimum grade of C) | 3 |
| Credit Hours | | 15 |
| Spring | | |
| BUSA 4185 | Strategic Management (minimum grade of C) (minimum 2.0 GPA) | 3 |
| BUSA 4000 | Business Professional Exit Requirement (minimum 2.0 GPA) | 0 |
| ENTR 4186 | Entrepreneurial Small Business (minimum grade of C) | 3 |
| AREA H | Major Business Elective (minimum grade of C) | 3 |
| AREA I | Business Elective (minimum grade of C) | 3 |
| AREA I | General Elective | 3 |
| Credit Hours | | 15 |
| Total Credit Hours | | 123 |

An overall GPA of 2.0 is required to meet CSU graduation requirements

Admission Requirements

There are no program-specific admission requirements.

Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H, and C average in Area I business electives.