

MANAGEMENT (BBA) - ENTREPRENEURSHIP CONCENTRATION

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	3
or MISM 3116	Business Analytics II	
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	3
or MISM 3116	Business Analytics II	
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

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:		
BUSA 4698	Internship	6
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
General Electives		
Unrestricted Electives	Elective	6
1***/2***/3***/4***		
General Electives Total		6

Total Credit Hours 123

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