ENTREPRENEURSHIP
Entrepreneurship Major

Coordinator: Dr. Ge Grace Xiao

Total minimum number of credits required for a major in Entrepreneurship leading to the Bachelor of Business Administration degree – 122

Entrepreneurship creates value and improves society’s standard of living. It is an integrating discipline that draws on knowledge and skills developed in a variety of areas. Entrepreneurial endeavors are successful when they identify opportunities, assess those opportunities, and take action to pursue the opportunities. Students who are pursuing the Bachelor of Business Administration in Entrepreneurship will understand the motivations, behaviors, and strategies necessary to create, implement, and sustain new ideas and ventures. The Entrepreneurship program is closely affiliated with the Allan P. Kirby Center for Free Enterprise and Entrepreneurship and the Small Business Development Center. Both offer academic and experiential opportunities under the direction of senior professional staff.

Change is an accepted constant in today’s world. And change, whether it is gradual or radical, is a rich source of opportunity. The Entrepreneurship major and minor will prepare students to recognize and act upon opportunities and meet the challenges that lie ahead.

The entrepreneurship curriculum blends the traditional components of a management education with the study of those content, skill, and sensitivity areas that uniquely define entrepreneurship. Through a combination of academic and clinical experiences, students will develop an appreciation and understanding of the entrepreneurial process. The Entrepreneurship major builds upon the knowledge and experience from courses in the Personal and Professional Development Series, the Sidhu Foundations courses, and the Sidhu Undergraduate Core Courses.

The Entrepreneurship major requires an additional 27 credits, including:

Requirements for the Entrepreneurship Major
18 Credits

[[BA-336]] – Advanced Topics in Business Law 3
[[ENT-203]] – Opportunity Identification: Innovation and Creativity 3
[[ENT-342]] – Entrepreneurial Finance 3
[[MGT-209]] – Business Correspondence & Reports 3
[[MGT-356]] – Social Responsibility of Business 3

Electives for the Entrepreneurship Major
6 Credits

[[MKT-322]] – Advertising 3  
[[MKT-327]] – Marketing Seminar 3  
[[MKT-328]] Consumer Behavior 3  
[[ENT-384]] – Small Business Consultancy 3  
[[ENT-395]] – Independent Study 3  
[[ENT-396]] – Independent Research 3  
ENT 198/298/398 – Topics

Additional Requirement for the Entrepreneurship Major
3 Credits

Each student with a major in Entrepreneurship must complete 3 additional credits in a course with the prefix ART, COM, EGM, DAN, ENG, MUS, or THE

Entrepreneurship Major- Required Courses and Recommended Course Sequence

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Fifth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>[[BA-151]] – Integrated Management Experience I</td>
<td>3</td>
<td>[[BA-335]] – Law &amp; Business 3</td>
</tr>
<tr>
<td>[[ENG-101]] – Composition</td>
<td>4</td>
<td>[[IFIN-240]] – Introduction to Finance 3</td>
</tr>
<tr>
<td>[[HST-101]] – Historical Fnds. of the Modern World</td>
<td>3</td>
<td>Social Science Distribution Requirement (Area III) 3</td>
</tr>
<tr>
<td>[[PPD-101]] – Personal &amp; Professional Development I</td>
<td>1</td>
<td>[[PPD-301]] – Personal &amp; Professional Development V 1</td>
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<tr>
<td><strong>Total Credits</strong></td>
<td>17</td>
<td><strong>Total Credits</strong></td>
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<table>
<thead>
<tr>
<th>Second Semester</th>
<th>Credits</th>
<th>Sixth Semester</th>
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</thead>
<tbody>
<tr>
<td>Arts Distribution Requirement (Area IV)</td>
<td>3</td>
<td>[[BA-336]] – Advanced Topics in Business 3</td>
</tr>
<tr>
<td>[[BA-152]] – Integrated Management Exp. II</td>
<td>3</td>
<td>[[ENT-342]] – Entrepreneurial Finance 3</td>
</tr>
<tr>
<td>Humanities Distribution Requirement (Area I)</td>
<td>3</td>
<td>Free Elective 3</td>
</tr>
<tr>
<td>[[MTH-101]] – Solving Problems Using Mathematics</td>
<td>3</td>
<td>Major Elective 3</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td>15</td>
<td><strong>Total Credits</strong></td>
</tr>
</tbody>
</table>
ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I
Credits: 3
Terms Offered: Fall
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [ACC-151] and [BA-151]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II
Credits: 3
Terms Offered: Spring
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [ACC-152] and [BA-152]

Pre-Requisites

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP
Credits: 3
Terms Offered: Fall
An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites
[ENT-152] or [BA-153] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY
Credits: 3
Terms Offered: Fall
An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER
Credits: 3
Terms Offered: Spring
Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.
ENT-321. ANALYZING MARKETS AND COMPETITION  
Credits: 3  
Terms Offered: Fall  
In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.  

Pre-Requisites  
[[MKT-221]] with a minimum GPA of 2.0.

ENT-342. ENTREPRENEURIAL FINANCE  
Credits: 3  
Terms Offered: Spring  
The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.  

Pre-Requisites  
[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY  
Credits: 3  
Terms Offered: Spring  
Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY  
Credits: 3  
Terms Offered: Spring  
Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-399. COOPERATIVE EDUCATION  
Credits: 1-6  
Professional cooperative education placement in a private or public organization related to the student’s academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student’s discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP  
Credits: 3  
Terms Offered: Fall  
Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic ‘real life’ entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.  

Pre-Requisites  
Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP  
Credits: 3  
The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.

MKT. MARKETING  

MKT-221. MARKETING  
Credits: 3  
Terms Offered: Fall, Spring  
An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

MKT-322. ADVERTISING  
Credits: 3  
A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness. Course is offered in spring or fall term.

Pre-Requisites  
[[MKT-221]]

MKT-324. RETAILING  
Credits: 3  
A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions. Course is offered in spring or fall term.

Pre-Requisites  
[[MKT-221]].

MKT-326. THE SELLING PROCESS  
Credits: 3  
Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction. Course is offered in spring or fall term.

Pre-Requisites  
[[MKT-221]].

MKT-327. MARKETING SEMINAR  
Credits: 3  
In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, social media marketing, marketing research, new product development, international marketing, and sports marketing.

Pre-Requisites  
[[MKT-221]]
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MKT-328. CONSUMER BEHAVIOR
Credits: 3
This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning. Course is offered in spring or fall term.

Pre-Requisites
[[MKT-221]]

LDR. LEADERSHIP

LDR-201. INTRODUCTION TO LEADERSHIP
Credits: 3
The introductory course in the Leadership Studies major provides a general overview of the field of leadership, various definitions, models and theories of leadership, as well as an opportunity for students to understand, reflect, and practice leadership in their environment. In addition, the Introduction to Leadership course will provide students with a basic introduction to leadership skills, provide opportunities to apply the leadership learning, and encourage students to learn more about the field by taking upper level courses.

LDR-202. ADVANCED LEADERSHIP THEORY AND PRACTICE
Credits: 3
This course is designed to build upon fundamental leadership theory and further explore historical, classic, and contemporary leadership theories, models and perspectives within a variety of contexts. The course addresses the use and usefulness of various leadership styles and models in the decision-making process. Emphasis is placed on the student's personal growth and development. Through a series of self-assessments, students explore their personal leadership style. The class includes presentations and projects focused on increasing leadership skills.

LDR-461. CAPSTONE IN LEADERSHIP
Credits: 3
This course is designed to provide a capstone experience in which students apply their accumulated knowledge, skills and abilities in leadership. The course will include both an in-class component and a cooperative education (see Cooperative Education section of this Bulletin for placement procedures), independent study, and/or an experiential component.

PPD. PERSONAL AND PROFESSIONAL DEVELOPMENT

PPD-201. PERSONAL AND PROFESSIONAL DEVELOPMENT II
Credits: 1
One credit special studies and experiences in career focused areas of personal and professional development. The one-credit courses vary each semester and are taught by subject matter experts.

PPD-301. PERSONAL AND PROFESSIONAL DEVELOPMENT III
Credits: 1
One credit special studies and experiences in leadership focused areas of personal and professional development. The topics will be relevant to leadership issues, leadership skills, showcasing leadership through the creation of an electronic portfolio, presentation of the electronic portfolio to outside business professionals, and receiving evaluation on work. The one-credit courses vary each semester and are taught by subject matter experts.

PPD-401. PERSONAL AND PROFESSIONAL DEVELOPMENT IV
Credits: 1
The PPD Series adds value and depth to your learning program by targeting personal and professional competency assessment, development, practice, and evaluation. [[PPD-401]] continues the Life Plan and prepares students for development of a Professional Learning Plan. Emphasis will be on continuous portfolio and résumé development, interview skills, and job search strategies, and exposure to recruiters and businesses.

Pre-Requisites
[[PPD-101]], [[PPD-201]], & [[PPD-301]]

BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL
Credits: 1
This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I
Credits: 3
Terms Offered: Fall
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[ENT-151]].
BA-152. INTEGRATED MANAGEMENT EXPERIENCE II  
Credits: 3  
Terms Offered: Spring  
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [ACC-152] and [ENT-152].  
Pre-Requisites  
[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum grade of 2.0

BA-153. MANAGEMENT FOUNDATIONS  
Credits: 3  
Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

BA-319. BUSINESS STATISTICS  
Credits: 3  
Terms Offered: Fall  
An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with [[EC-319]].

Pre-Requisites  
[[MTH-101]] or higher

BA-335. LAW AND BUSINESS  
Credits: 3  
This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW  
Credits: 3  
Terms Offered: Spring  
This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites  
[[BA-335]] with a minimum grade of 2.0

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT  
Credits: 3  
Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites  
[[BA-335]] with a minimum grade of 2.0

BA-338. INTERNATIONAL BUSINESS LAW  
Credits: 3  
Terms Offered: On Demand, Spring  
The course will focus on international business law applicable to international business transactions. Topics covered will include comparable legal systems in the world and the law relative to 1) international sales, transport, credit and commercial agreements; 2) trade law including imports, customs, tariff regulations/agreements, regional free trade areas; 3) regulation of the marketplace including licensing, patent, advertising, sales representation, foreign investment and business formation, currency risk, anti-trust, employment and environmental law. This course is offered every other fall – odd years.

Pre-Requisites  
[[BA-335]] with a minimum grade of 2.0

BA-419. QUANTITATIVE DECISION MAKING  
Credits: 3  
This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

BA-461. BUSINESS STRATEGY AND DECISION-MAKING  
Credits: 3  
The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites  
[[MKT-221]], [[EC-101]], [[EC-102]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-462. PROFESSIONAL BUSINESS EXPERIENCE  
Credits: 3  
Pre-Requisites  
[[MKT-221]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0
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BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE
Credits: 3
This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites
Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE
Credits: 3
The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student’s understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.