


ENTREPRENEURSHIP, B.B.A.

 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

Major

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201  	Introductory Psychology (CT)	3
ACC 215 	Accounting Principles (CT)	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201  	Advanced Composition	3
CMM 207  	Bus & Prof Communication	3
STA 150	Foundations of Statistics	3
STA 150L	Foundations of Statistics Lab	1
Natural/Physical Science		
Humanities		
PSY 201  	Introductory Psychology (CT)	3
Fine Arts		
<i>Additional University Requirements</i>		
ENG 204 	Writing for the Workplace (Writing Intensive)	3
MGT 460 	Strategic Management (Writing Intensive)	3
MC or I: Intl Business Elective		
ENT 467 	Strategic Entrepreneurship (Capstone)	3
College-Specific		
ENG 204 	Writing for the Workplace	3
ACC 215  	Accounting Principles (CT)	3
ACC 216	Principles of Accounting	3
ECN 250 	Principles Microeconomics	3
ECN 253	Principles Macroeconomics	3
FIN 323	Principles of Finance	3
LE 207	Legal Environ of Business	3
MIS 200	Bus Computer Applications	3
MIS 290	Prin Management Info Systems	3
MGT 218	Business Quantitative Methods	3
MGT 320 	Principles of Management	3
MGT 460 	Strategic Management	3
MKT 340 	MKT Concepts and Applications	3
Communication Studies Elective:		
Select one of the following:		

CMM 302	Professional Presentations	
CMM 308	Persuasive Communication	
CMM 315	Group Communication	
CMM 319	Superior-Subordinate Comm	
CMM 322 	Intercultural Communication	
International Business Elective:		
Select one of the following:		
ECN 408 	Comparative Econ Systems	3
ECN 420 	International Trade	
ECN 421 	Global Macroeconomic Analysis	
ECN 460 	Economic of Dev Countries	
FIN 440 	International Fin Management	
MGT 445 	International Management	
MKT 371 	International Marketing	


Major-Specific

ENT 220 	Creativity & Innovation	3
ENT 320	Marketing for Entrepreneurs	3
ENT 340	Business Models for Start-Ups	3
ENT 350	The Startup Experience	3
ENT 360	Intro to Entrepreneurship	3
ENT 410	Corporate Intrapreneurship	3
LE 366 	Entrep Law & Ethics	3
ENT 467 	Strategic Entrepreneurship	3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3

Major Information

- The total number of free electives required depends on the number of hours completed in STA 150 Foundations of Statistics or STA 150B Foundations of Stats-Expanded and ENG 101 Beginning Composition or ENG 101P Beginning Composition Plus and the number of hours that can be double-counted toward multiple degree requirements.
- Multicultural or International additional requirement met with International Business Elective.
- Please check with advisor about course offerings. Not all classes will be offered every semester.












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Four Year Plan

The Department of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Entrepreneurship. Entrepreneurship is an interdisciplinary program that incorporates the business disciplines of management, finance, accounting, economics, marketing, and legal environment and the various disciplines of science, engineering, and psychology. In the program, you will

be exposed to multiple disciplines and approaches to creativity, innovation, opportunity recognition, risk management, sourcing capital, and preparing for succession and/or harvesting opportunities in an experiential and student-centered learning environment.

Course	Title	Credit Hours
First Year		
First Semester		
FYS 100	First Yr Sem Critical Thinking	3
ENG 101 	Beginning Composition	3
STA 150	Foundations of Statistics	3
STA 150L	Foundations of Statistics Lab	1
PSY 201 	Introductory Psychology (CT)	3
MIS 200	Bus Computer Applications	3
UNI 100	Freshman First Class	1
Credit Hours		17
Second Semester		
LE 207	Legal Environ of Business	3
ECN 250 	Principles Microeconomics	3
CMM 207 	Bus & Prof Communication	3
Physical or Natural Science		4
Fine Arts		3
Credit Hours		16
Second Year		
First Semester		
ACC 215 	Accounting Principles (CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201 	Advanced Composition	3
Free Elective		3
CMM Studies Elective		3
Credit Hours		15
Second Semester		
ACC 216	Principles of Accounting	3
MGT 218	Business Quantitative Methods	3
ENG 204 	Writing for the Workplace	3
Free Elective		3
ENT 220 	Creativity & Innovation	3
Credit Hours		15
Third Year		
First Semester		
MGT 320 	Principles of Management	3
MKT 340 	MKT Concepts and Applications	3
MIS 290	Prin Management Info Systems	3
FIN 323	Principles of Finance	3
Humanities		3
Credit Hours		15
Second Semester		
ENT 360	Intro to Entrepreneurship	3
LE 366 	Entrep Law & Ethics	3
ENT 320	Marketing for Entrepreneurs	3
Free Elective		3

Free Elective		3
Credit Hours		15
Fourth Year		
First Semester		
ENT 350	The Startup Experience	3
ENT 340	Business Models for Start-Ups	3
ENT 410	Corporate Intrapreneurship	3
Free Elective		3
Free Elective		3
Credit Hours		15
Second Semester		
ENG 467	Visual Rhetoric	3
MGT 460 	Strategic Management	3
International Business Elective		3
Free Elective		3
Credit Hours		12
Total Credit Hours		120