



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 |
| Core II Natural/Physical Science | | |
| Core II Humanities | | |
| PSY 201   | Introductory Psychology (CT) | 3 |
| Core II 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: | | |

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|---|-------------------------------|---|
| 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 |
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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.