

# Entrepreneurship - B.S.B.A.

The Entrepreneurship Bachelor of Science in Business Administration (BSBA) degree program allows students the opportunity to study the management of small businesses, start-ups and intrapreneurship. Through the program's course of study, students are prepared to start their own business as well as work for small businesses and start-up companies. Students also learn about intrapreneurship and how to lead change within organizations.

Upon completion of the program, graduates are expected to:

- Apply the major concepts, skills and values of business administration.
- Communicate effectively to diverse audiences, purposes and situations through a variety of professional methods within business administration.
- Use decision-support tools to resolve contemporary business issues using ethical business practices.
- Identify the types of capital funding sources for start-up and existing businesses.
- Develop a viable business plan.

## Entrepreneurship

A four-year program leading to the bachelor of science in business administration degree

### Business Foundations

ACCT1210	Financial Accounting	3
ACCT1220	Managerial Accounting	3
BUS1001	Introduction to Business and Management	3
BUS3010	Business Analytics	3
BUS4030	Global Strategy Capstone	3
FISV2000	Finance	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3
MGMT2020	Organizational Dynamics	3
MGMT2030	Operations and Supply Chain Management I	3
MRKT1001	Marketing Foundations	3

### Major Courses

ENTR2001	Introduction to Entrepreneurship	3
ENTR2030	Pitching & Planning New Ventures	3
ENTR3030	Marketing for Entrepreneurs	3
ENTR4010	Change and Innovation Management	3
ENTR4055	Entrepreneurship Seminar	3

### Major Electives

Choose one of the following:		3
ENTR3015	Small Business Management	
ENTR3025	Growth and Sustainability for Small Business	
ENTR3060	Financing New Ventures	

### Applied/Experiential Learning

Choose 9 credits from the following:		9
BUS4799	College of Business Internship <sup>lc</sup>	
DEE3999	Directed Experiential Education <sup>D</sup>	
Study Abroad		

### A&S Core Experience

Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		6
MATH1020	Fundamentals of Algebra (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
ECON1002	Microeconomics	
One course from ANTH, LEAD, PSCI, PSYC or SOC		
A&S Electives		6
ECON1001	Macroeconomics	

One course with an EASC attribute

### Free Electives<sup>#</sup>

15 credits selected from 1000-4999 numbered offerings within the university	15
Total Credits	120.0

<sup>lc</sup>Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty adviser before scheduling internship and free elective credits.

<sup>D</sup> Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>#</sup> In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills are assessed in ENG1021 Rhetoric & Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?