

ENTREPRENEURSHIP MAJOR

Dr. Lisa McCool, Program Director

Entrepreneurship Program Mission Statement

The mission of the Entrepreneurship program is to develop socially responsible entrepreneurs skilled in creating value by demonstrating innovative solutions to business formation and growth as the cornerstone of our economy.

Program Description

The Entrepreneurship major is an in-seat residential program on the Charleston campus. It is designed to appeal to learners at all life stages, including traditional freshmen students and adult learners seeking a flexible, efficient, and innovative learning experience. Students who major in Entrepreneurship will develop an understanding of business ventures in all phases, including conception, launch, and sustainability. Emphasis will be placed on innovative and interdisciplinary problem solving, identifying viable business opportunities, securing financial resources, and successfully identifying and reaching target markets using the Business Model Canvas.

The Entrepreneurship program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP). Students who graduate with this degree will develop skills that will prepare them for careers as either an entrepreneur who establishes their own business or an intrapreneur who utilizes their innovative skills for another organization. These skills include:

- Design-thinking problem identification and innovation
- Methodologies for risk assessment and assessment of success and failure
- Identifying consumer behavior patterns
- Research skills
- Analysis of market data

Entrepreneurship Major Program Learning Outcomes

All B.S.B.A students must fulfill the BSBA Core outcomes. In addition, Entrepreneurship graduates will:

1. Integrate marketing and communication skills to demonstrate innovative solutions to business formation and growth.
2. Demonstrate competency in developing and executing strategic approaches to business operations and challenges.
3. Apply financial, operational, and market knowledge to create business plans and presentations that identify paths to value creation.

Program Requirements

The B.S.B.A. degree program requires the completion of all business core outcomes and the major outcomes. The Entrepreneurship major is part of the B.S.B.A. degree and requires a total of 120 institutional credits of academic work, including 45 credits of B.S.B.A. core courses, 21 credits of required entrepreneurship courses, 3 credits of required/restricted electives in the major, and 51 credits of other elective credits.

The program offers the opportunity for students to add a concentration, a double major in complimentary areas such as business analytics, or major/minor in other fields such as communication or digital media and design.

Entrepreneurship – Required Courses in Major		
ENTR 201	Introduction to Entrepreneurship	3
ENTR 301	Marketing for Startups	3
ENTR 318X	Entrepreneurship Finance	3
ENTR 355X	Entrepreneurship Strategy	3
ENTR 498X	Entrepreneurship Internship	3
MGMT 318	Small Business Management	3
BUSI 232	Business Law II	3
Required Electives (select 3 credit hours from the following):		
BUSI 101	Introduction to Business Analytics	3
DMDS 302	Web & Social Media Design (<i>pre-req DMDS 202</i>)	3
ENTR 350	Special Topics in Entrepreneurship (<i>choose 3 as available</i>)	3
MGMT 320	Human Resource Management	3
MGMT 372	Leadership and Change	3
MRKT 371	Digital Marketing	3
MRKT 402	Marketing Research	3
Total Credits Required for Entrepreneurship Major		24
Total Credits for Major (45 Core + 21 Required + 3 Major Elective):		9

Typical Four-Year Student Schedule for Entrepreneurship Majors

FIRST YEAR			
FALL SEMESTER		SPRING SEMESTER	
COMM 101 Freshman Writing I	3	COMM 102 Freshman Writing II	3
MATH 121 College Algebra*	3	SPCH 103 Oral Communication Fundamentals (embedded)	3
ACCT 201 Principles of Accounting I	3	ACCT 202 Principles of Accounting II	3

ECON 201 Principles of Microeconomics	3	ECON 202 Principles of Microeconomics	3
UNIV 104 College Motivation & Success**	3	UNIV 105 Foundations of Character & Leadership**	3
TOTAL CREDITS	15	TOTAL CREDITS	15

SECOND YEAR

FALL SEMESTER		SPRING SEMESTER	
BUSI 241 Business Communication	3	BUSI 231 Business Law I	3
BUSI 215 Business Software Applications	3	BUSI 360 Business Ethics	3
MGMT 311 Principles of Management	3	ENTR 201 Introduction to Entrepreneurship	3
STEM Flex Elective	3	FINA 312 Business Finance	3
Humanities Flex Elective	3	Humanities Flex Elective (<i>ART 231 Recommended</i>)	3
TOTAL CREDITS	15	TOTAL CREDITS	15

THIRD YEAR

FALL SEMESTER		SPRING SEMESTER	
BUSI 316 Quant. Methods for Business	3	BUSI 317 Business Statistics	3
MRKT 321 Principles of Marketing	3	ENTR 301 Marketing for Startups	3
MGMT 318 Small Business Management	3	ENTR 318X Entrepreneurship Finance	3
BUSI 407 Global Dimensions of Business	3	BUSI 232 Business Law II	3
Flex Elective	3	Required Entrepreneurship Elective	3
TOTAL CREDITS	15	TOTAL CREDITS	15

FOURTH YEAR

FALL SEMESTER		SPRING SEMESTER	
ENTR 355X Entrepreneurship Strategy	3	ENTR 498X Entrepreneurship Internship	3
Flex Elective	3	BUSI 450 Business Strategy	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
TOTAL CREDITS	15	TOTAL CREDITS	15

*Prerequisite: C or better in MATH 120 or Math ACT score of 21 or higher (Math SAT of 530 or higher).

**Transfer students and online students complete UNIV 204 College Success & Leadership.

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements

Entrepreneurship majors must meet all University of Charleston graduation requirements and must take and pass Peregrine Major Test in the last semester of the senior year with C or above in Business Strategy (BUSI 450).

ENTREPRENEURSHIP MINOR

The Entrepreneurship minor is an in-seat residential program on the Charleston campus.

The Minor in Entrepreneurship is designed to encourage students from other disciplines outside of the B.S.B.A. majors to develop entrepreneurial skills. The minor is founded on the understanding that there is a common process for the realization of new ventures, whether those ventures are start-up businesses, non-profits, artistic endeavors or growth within existing enterprises.

The program focuses on the development of the entrepreneurial mindset and the ability to think and act in creative, innovative, opportunistic, and proactive ways. Skills learned in entrepreneurship classes will apply to any business – large or small, public or private, corporate or not-for-profit, local or global. Students will learn to recognize, create and shape opportunities, provide leadership and build teams to create economic and social value.

The University of Charleston believes that experiential, active engagement is the most effective way to help students acquire the skills, knowledge and mindset fundamental to entrepreneurship.

Entrepreneurship Minor Learning Outcomes

1. Graduates will demonstrate the ability to apply Entrepreneurial finance and marketing strategies in venture development.
2. Graduates will demonstrate an understanding of intellectual property management and business law.
3. Students will apply design thinking and Business Model Canvas in their venture development.

Minor Program Requirements

Entrepreneurship Minor consists of 21 credit hours and one 3-credit elective.

Entrepreneurship Minor - Required Courses	
Course	Credits
ENTR 201 Introduction to Entrepreneurship	3
ENTR 301 Marketing for Startups	3

BUSI 232 Business Law II	3
ENTR 355X Entrepreneurship Strategy	3
ENTR 318X Entrepreneurship Finance	3
ENTR 498X Entrepreneurship Internship	3
MGMT 318 Small Business Management	3
Total	21
Approved Entrepreneurship Minor Electives – Choose One	
ART 105 Design Foundation	3
ART 231 Innovation in Art and Business	3
BUSI 101 Introduction to Business Analytics	3
BUSI 151 Introduction to Business	3
DMDS 302 Web & Social Media Design (<i>pre-req DMDS 202</i>)	3
MGMT 311 Principles of Management	3
MRKT 321 Principles of Marketing	3
Total Credits for Entrepreneurship Minor	21

Entrepreneurship Concentration

Students pursuing other B.S.B.A majors can choose to add Entrepreneurship as a concentration (12 credits). The Entrepreneurship concentration will allow BSBA majors to develop an understanding of all phases of business ventures – including conception, launch, and sustainability. Students will learn how to develop a business plan and launch their own venture. The 12 credit hours required for a concentration in Entrepreneurship are:

Entrepreneurship Concentration		
ENTR 201	Intro to Entrepreneurship	3
ENTR 301	Marketing for Startups	3
ENTR 318X	Entrepreneurship Finance	3
MGMT 318	Small Business Management	3
	Total for Concentration:	12