

## 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 entrepreneurs who establish a business or intrapreneurs who utilize 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 BSBA 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 BSBA degree program requires the completion of all business core outcomes and major outcomes. The Entrepreneurship major is part of the BSBA degree and requires 120 institutional credits of academic work, including 45 credits of BSBA core courses, 24 credits of required entrepreneurship courses, and 51 credits of other elective credits.

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

<b>Entrepreneurship – Required Courses in Major</b>		
ENTR 201	Introduction to Innovation & Entrepreneurship	3
BUSI 232	Business Law II	3
MRKT 240	Introduction to Sales & Personal Selling	3
ENTR 320	Applied Entrepreneurship	3
MGMT 318	Small Business Management	3
MRKT 371	Digital Marketing	3
MGMT 445	Operations Management	3
ENTR 420	Finance and Strategy Capstone	3
<b>Total Credits Required for Entrepreneurship Major</b>		<b>24</b>
<b>Total Credits for Major (45 Core + 24 Required)</b>		

### **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 the Peregrine Exit Assessment in the last semester of the senior year with a 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 the BSBA majors to develop entrepreneurial skills. The minor is founded on the understanding that a common process exists for realizing new ventures, whether start-up businesses, non-profits, artistic endeavors, or growth within existing enterprises.

The program focuses on developing the entrepreneurial mindset and the ability to think and act creatively, innovatively, opportunistically, and proactively. 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. 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.

### Minor Program Requirements

The Entrepreneurship Minor consists of 24 credit hours.

Entrepreneurship Minor Courses		
Course		Credits
ENTR 201	Introduction to Innovation & Entrepreneurship	3
BUSI 232	Business Law II	3
MRKT 240	Introduction to Sales & Personal Selling	3
ENTR 320	Applied Entrepreneurship	3
MGMT 318	Small Business Management	3
MRKT 371	Digital Marketing	3
MGMT 445	Operations Management	3
ENTR 420	Finance and Strategy Capstone	3
<b>Total</b>		<b>24</b>

### Entrepreneurship Concentration

Students pursuing other BSBA majors can 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 create a business plan and launch their venture. The 12 credit hours required for a concentration in Entrepreneurship are:

Entrepreneurship Concentration		
ENTR 201	Intro to Innovation & Entrepreneurship	3
ENTR 320	Applied Entrepreneurship	3
MGMT 318	Small Business Management	3
ENTR 420	Finance and Strategy Capstone	3
<b>Total for Concentration:</b>		<b>12</b>