



**Bachelor of Science
BUSINESS & ENTREPRENEURIAL STUDIES
2016 - 2017**

Our Business and Entrepreneurial Studies program emphasizes professional skills and entrepreneurial talents. Entrepreneurship infuses and inspires the curriculum, from introductory business and marketing courses through capstone courses in entrepreneurship and real world experience.

Successful entrepreneurs are innovators, dreamers and doers. They are prudent risk takers and persistent and focused problem solvers. Our program seeks to encourage and develop entrepreneurs and an entrepreneurial culture.

Every Business & Entrepreneurial Studies student completes nine foundation courses (27 credit hours) in business, marketing, accounting, economics and statistics, and then chooses a concentration of 11, mainly upper-level, courses (33 credit hours). Students choose from concentrations in Accounting, Management, Marketing, Business Sustainability and Sport and Fitness Management, or can design their own concentration, with the approval of the Business faculty.

The Business & Entrepreneurial Studies program provides students technical excellence and entrepreneurial spirit in a small-college atmosphere.

Program Requirements

60 credits

In addition to the major requirements, students must complete the University Core. Note that some Core requirements may be met by certain Business & Entrepreneurial Studies requirements. To graduate, students must earn a minimum of 120 credits and achieve a cumulative grade point average of at least 2.00.

Program requirements	36 credits
BUS 111 Intro to Business & Entrepreneurship	3
MAR 101 Marketing & Entrepreneurship	3
PSY 110 Intro to Psychology	3
<i>Choose one of the following:</i>	
BUS 1XX Business Math & Financial Literacy	3
MAT 105 Contemporary Mathematics	3
ACC 201 Financial Accounting	3
ACC 202 Managerial Accounting	3
BUS 212 Business Communications	3
BUS 221 Business Law I	3
ECO 201 Macroeconomics	3
ECO 202 Microeconomics	3
MAN 302 Small Business Management & Entrepreneurship	3
MAN 406 Entrepreneurship	3

Select one of the follow concentrations:

Accounting Concentration	18 credits
ACC 301 Intermediate Accounting I	3
-or- UMA: BUA 201 Intermediate Financial Reporting I	
ACC 302 Intermediate Accounting II	3
-or- UMA: BUA 202 Intermediate Financial Reporting II	
ACC 314 QuickBooks	3
MAN 325 Finance	3
-or- UMA: BUA 357 Business Finance	
Select 6 credits from the following:	6
COE 201 Cooperative Education	
ACC 311 Individual Income Tax	
-or- UMA: BUA 276 Taxation	
UMA: BUA 301 Governmental & Not for Profit Accounting	
UMA: BUA 343 Advanced Accounting I	
UMA: BUA 345 Cost Management	
UMA: BUA 448 Auditing, Assurance & Consulting Services	
UMA: BUA 379 Accounting Information Systems	

Management Concentration	18 credits
CSE 115 Business Spreadsheet Applications	3
MAN 301 Management	3
MAN 325 Finance	
-or- UMA: BUA 357 Business Finance	3
Select 9 credits from the following:	9
COE 201 Cooperative Education	
ACC 314 Quickbooks Accounting for Entrepreneurs	
BUS 222 Business Law II	
BUS 325 Business Ethics & Social Responsibility	
BUS 332 Leadership & the Entrepreneur	
BUS 334 International Business	
MAN 318 Human Behavior in Organizations	
MAN 321 Operations Management	
MAN 332 Human Resource Management	
PSY 311 Social Psychology	
BUA 303 Management Information Systems (UMA)	
-or- BUS 244 Management Information Systems (UMPI)	

Marketing Concentration	18 credits
MAR 217 Social Media Marketing	3
MAR 218 Advertising	3
MAR 306 Marketing Management for Entrepreneurs	3
Select 9 credits from the following:	9
COE 201 Cooperative Education	
MAR 323 Personal Selling	
MAR 324 Consumer Behavior	
MAR 3XX Social Media Analytics	
MAR 3XX International Marketing	
MAR 406 Marketing Research	
PSY 311 Social Psychology	

Sport & Fitness Management Concentration	18 credits
REM 202 Recreational Sports Methods	3

REM 314	Facility Operations & Design	3
REM 326	Athletic Administration & Sport Mgt	3
	Select one of the following:	3
	<i>REM 213 Principles of Coaching</i>	
	<i>REM 245 Personal Fitness Training</i>	

Select 6 additional credits (at least 3 at the 300-level or higher) of ACC, BUS, COE, CSE, MAN, MAR, PHE, or REM classes. Classes cannot count for both the major requirements and the concentration requirements.

Self-Designed Concentration

18 credits

A student's Self-Designed Concentration must be at least 18 credits (additional to major requirements), including at least 9 credits at the 300-level or higher, and must be approved by the student's advisor and one other business faculty member.