

B.S. BUSINESS ADMINISTRATION - ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT/M.B.A.

Students in the Entrepreneurship and Small Business Management concentration study the essential concepts of starting and operating small businesses through a series of eight classes. Topics covered include: environment and management of small business enterprises, problems in starting small businesses, financial and administrative control, and management of business operations.

Students also learn the practical application of classic and contemporary business theory as it applies to the early stages of entrepreneurship and intrapreneurship, opportunity recognition, innovation, and new venture development. Topics include: types of entrepreneurs, opportunity recognition, marketing, cash and other resource requirements, financial statements, planning, franchising, intellectual property, success/failure/resilience, and growth.

In addition to the learning outcomes of the B.S. Business Administration degree, this concentration requires students to demonstrate subject matter knowledge and competence as applied to a smaller company or family owned business. Students must also achieve the learning outcomes of the MBA degree.

Concentration in Small Business Management

BA 243	The Business of Innovation	Replaces Open Elective	3
BA 344	Personal Financial Planning	Replaces Business-Related Elective	3
BA 440	Small Business Management I	Replaces Open Elective	3
BA 441	Entrepreneurship I- New Venture Development	Replaces Business-Related Elective	3
BA 442	Applied Small Business Management	Replaces Business Related Elective	3
BA 443	Entrepreneurship II: Business Plans	Replaces Business Related Elective	3
MK 422	Sales and Sales Management	Replaces Open Elective	3

Graduate Business Courses

BA 600	Research Methods in Business and Education	3
BA 605	Management Communications	3
BA 625	Global Strategic Management	3
BA 642	Leadership in Business and Professions	3
BA 643	Strategic Change Management	3
Choose one of the following:		3
BA 621	Marketing Management	
BA 712	Strategic Marketing for Nonprofit Organizations	
BA 720	Advanced Sales and Marketing in Hospitality	
BA 754	Strategic Selling	
Graduate Business Elective		12

Total Hours 51