

# MAJOR IN BUSINESS ADMINISTRATION - ENTREPRENEURSHIP

## Requirements

The Entrepreneurship (ENTR) Concentration is a rigorous program that addresses the needs of current and future entrepreneurs in today's globally integrated business, political, and cultural environments. The program includes training in business start-ups and entrepreneurship fundamentals, opportunities to participate in an entrepreneurship practicum, a business plan competition, and a term-long experience in consulting for start-ups and entrepreneurial ventures. Students in the Entrepreneurship Concentration complete the major in Business Administration and 24 units in the track, of which 9 units are in required courses and 15 units are from elective courses.

This is a screened program. Please see the admission requirements for additional information.

## Requirements for all Business Administration Majors

Code	Title	Units
<b>Courses Required for Admission to Major</b>		
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ECON 201 or ECON 203	MICROECONOMIC PRINCIPLES HONORS MICROECONOMIC PRINCIPLES	3
ECON 202 or ECON 204	MACROECONOMIC PRINCIPLES HONORS MACROECONOMIC PRINCIPLES	3
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211 or MATH 273	CALCULUS FOR APPLICATIONS CALCULUS I	3-4
Select one of the following:		3
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	
MATH 231 or MATH 233	BASIC STATISTICS HONORS BASIC STATISTICS	

Admission to the BUAD major requires a grade of C or higher in the six courses required for admission.

### Required Business Courses (open to Pre-BUAD majors)

ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
BUSX 301	BUSINESS COMMUNICATIONS	4
EBTM 250	PROBLEM SOLVING IN BUSINESS I	1
EBTM 251	PROBLEM SOLVING IN BUSINESS II	1
EBTM 337	ENTERPRISE INFORMATION SYSTEMS	3
FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	MARKETING AND CREATIVITY	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3

### Required Business Courses (open to BUAD majors only)

BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3

EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT (must be taken at TU)	3
BUAD majors must also complete an approved concentration or track		21-24
<b>Total Units</b>		<b>72-76</b>

## Entrepreneurship Concentration Requirements

Code	Title	Units
<b>Entrepreneurship Concentration Required Courses</b>		
ENTR 110	CREATIVITY AND IDEA DEVELOPMENT	3
ENTR 305	DESIGN THINKING FOR INNOVATIVE PROBLEM SOLVING	3
ENTR 310	WILL YOUR BUSINESS WORK?	3
ENTR 355	ENTREPRENEURSHIP FOUNDATIONS AND PATHWAYS	3
ENTR 410	BUSINESS PLAN COMPETITION	3
<b>Entrepreneurship Concentration Electives</b>		
Select three courses from the following (maximum one MKTG course may be chosen):		9
ENTR 345	ENTREPRENEURSHIP AND SOCIETY	
ENTR 380	SOCIAL ENTREPRENEURSHIP	
ENTR 402	FAMILY BUSINESS MANAGEMENT	
ENTR 403	INTERNATIONAL ENTREPRENEURSHIP	
ENTR 470	SPECIAL TOPICS	
ENTR 498	ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT	
LEGL 413	LAW FOR ENTREPRENEURS	
MKTG 350	ENTREPRENEURIAL MARKETING	
MKTG 451	PROFESSIONAL SELLING	
MNGT 282	BUSINESS ETHICS AND SUSTAINABILITY	
MNGT 430	MANAGING DIVERSITY, EQUITY AND INCLUSION IN THE WORKPLACE	
<b>Total Units</b>		<b>24</b>

## Four-Year Plan of Study

### Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

### Freshman

Term 1	Units	Term 2	Units
ECON 201 or 203 (Core 6)	3	ECON 202 or 204	3
Prerequisite for MATH 211 or MATH 273 (Core 3)	3	MATH 211 (may substitute MATH 273)	3
Core 1 (or Core 2)	3	Core 2 (or Core 1)	3
Core 4	3	Core 10	3
Core 5	3	Elective	3
<b>15</b>		<b>15</b>	

**Sophomore**

Term 1	Units	Term 2	Units
ACCT 201	3	ACCT 202	3
ECON 205 or MATH 231	3	EBTM 250	1
LEGL 225 (Core 11)	3	EBTM 251	1
Core 7	4	Core 8	4
Core 12	3	Core 13	3
		Elective	3
	<b>16</b>		<b>15</b>

**Junior**

Term 1	Units	Term 2	Units
BUSX 301 (Core 9)	4	ENTR Elective	3
EBTM 337	3	ENTR 355	3
FIN 331	3	EBTM 350	3
MKTG 341	3	EBTM 365	3
MNGT 361	3	Elective	3
	<b>16</b>		<b>15</b>

**Senior**

Term 1	Units	Term 2	Units
ENTR Elective	3	BUSX 460	3
ENTR Elective	3	ENTR Elective	3
ENTR 380	3	ENTR Elective	3
MNGT 282 (Recommended Core 14)	3	ENTR 410	3
Elective	1	MNGT 481	3
	<b>13</b>		<b>15</b>

**Total Units 120**

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies
- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

**Use Technology Effectively in Business Settings**

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

**Work Effectively Toward Achieving Common Goals within Diverse Teams**

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

**Distinguish Between Ethical and Unethical Conduct in the Professional Lives**

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders

## Learning Outcomes

### Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

**Apply Business Knowledge in the Context of Professional Employment**

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

**Communicate Properly and Effectively**

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics
- Make articulate and persuasive oral presentations

**Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making**