BACHELOR OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION

2026-2027 Degree Requirments

Name: _____ **ID Number:** _____

TOTAL CREDITS FOR DEGREE: 120

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

COMM 101	Oral Comm. & Pres.		3 credits	
ENGL 101	College Composition		3 credits	
UNIV 101	City-University Life		3 credits	
Senior Capstone		**BMGT 481**	3 credits	**(Integrative Experience)**

Choose Thematic Core courses in the following:

Explore the World - Choice 1		3 credits	
Explore the World - Choice 2		3 credits	
Investigate Science		3 credits	
Investigate Mathematics	**MATH 180**	3 credits	**(College Algebra)**
Interpret Creative Works		3 credits	
Understand People - Choice 1		3 credits	
Understand People - Choice 2		3 credits	
Succeed in Business		3 credits	
Appreciate & Apply the Arts		3 credits	
Discover Technology		3 credits	

BUSINESS CORE REQUIREMENTS: 21 cr.

ACCT 210 Intro to Financial Accounting (3)
ECON 202 Principles of Microeconomics (3)
FIN 200 Intro to Financial Management (3)
CMPS 163 Business Analytics (3)
HRM 205 People and the Environment (3)
MKTS 205 Principles of Marketing and Sales (3)
BMGT 201 Business Law (3)

GENERAL ELECTIVES: 12 cr.

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_____
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MAJOR REQUIREMENTS: 45 cr.

BMGT 101 Intro to Business (3)
BMGT 332 Intro to Entrepreneurship (3)
BMGT 336 Legal Aspects of Entre (3)
BMGT 337 Entrepreneurial Finance (3)
MKTS 211 Digital Customer Experience (3)
BMGT 482 Entrepreneurial Residency (6)
Directed Electives (9)

Experiential Learning

A minimum of 3 credits earned through the completion of Internship, Cooperative Education, Study Abroad or other immersive experience approved by department. Entrepreneurial Residency meets this requirement.

Select a Concentration*-15 cr.

Innovative Entrepreneurship;
Social Entrepreneurship

***See next page for concentration requirements.**

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1. Innovative Entrepreneurship

BMGT 335 Scaling Operations (3)

CENG 311 Human Centered Design (3)

FIN 431 International Finance (3)

MKTS 320 Creativity and Product Innovation (3)

School of Bus Elective ____ (3)

2. Social Entrepreneurship

CENG 250 Advocacy & Social Change (3)

CENG 310 Social Entrepreneurship (3)

CENG 311 Human Centered Design (3)

CENG 312 Digital Storytelling & Reporting (3)

School of Bus Elective ____ (3)

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PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

1. Apply a design and innovation toolset to analyze and create new products and services.
2. Develop essential technology competencies that can be effectively employed in startups, social ventures, family businesses, and corporate enterprises.
3. Demonstrate strategic and financial planning capabilities through the development of a business plan and supporting financial documents.
4. Develop ability to communicate analysis of data derived from sales and marketing analytics to appropriate audiences.
5. Analyze and apply concepts and issues of entrepreneurial leadership, law, and ethics.
6. Enhance professional acumen through mentoring, structured internships, new venture launch, and related co-curricular activities.