# Bachelor of Science in Business Administration: Entrepreneurship Concentration

## Entrepreneurship Concentration Curriculum Requirements

### First-Year Gateway Experience
- **GFCL 100** Global Foundations of Character and Leadership
- **GFOB 100** Global Foundations of Organizations and Business
- **WRIT 106** Writing Workshop
- **IDEA 101** Bryant IDEA: Innovation and Design Experience For All

### Entrepreneurship Concentration
- **ENT 380** Entrepreneurial Marketing
- **ENT 381** Entrepreneurial Finance
- **ENT 481** Creating a New Venture
- **ENT 482** Managing a New Venture

Select two of the following Entrepreneurship Electives:
- **ACG 370** Personal Financial Planning
- **COM 202** Public Speaking
- **COM 367** Small Group Communication
- **ECO/HIS 376** Cultures and Economies in Transition
- **ISA 332** E Business Models
- **FIN 340** Microfinance
- **LGLS 451** International Business Law
- **MGT 356** International Business Management
- **MKT 380** Services Marketing
- **MKT 382** New Product Development
- **MKT 410** Business To Business Marketing
- **MKT 421** Sustainability Marketing
- **SOC 362** Sociology of Innovation and Creativity
- **ENT 497** Directed Study in Entrepreneurship

### Business Core Requirements
- **ACG 203** Principles of Financial Accounting
- **ACG 204** and Principles Managerial Accounting
- **BUS 400** Business Policy
- **FIN 201** Financial Management
- **ISA 201** Introduction to Information Technology and Analytics
- **LGLS 211** The Legal Environment of Business
- **MGT 200** Management Principles and Practice
- **MKT 201** Operations Management
- **MKT 201** Foundations of Marketing Management

### Liberal Arts Core Requirements
- **ECO 113** Microeconomic Principles
- **ECO 114** Macroeconomic Principles
- **LCS 121** Introduction to Literary Studies
- **MATH 110** Mathematical Analysis
- **MATH 201** Statistics I
- **Two Humanities Survey Courses**
- **Two Social Science Modes of Thought**
- **One Historical Mode of Thought (Upper Division)**
- **One Literary Mode of Thought (Upper Division)**
- **Two Scientific Modes of Thought**

### Liberal Arts Elective
- One elective

### Liberal Arts Minor Requirement
- Four courses (selection is made from a variety of liberal arts disciplines)

### Open Electives
- Five Electives

---

1. Students may take either COM 202 or COM 367 toward the concentration
2. 3 credits from the required liberal arts minor may be applied to this distribution
3. Include 1 Lab Science. One science course must be at the 300 or 400 level.
4. Some minors require more than 12 credits

122 credits required for graduation