

Bachelor of Science - Entrepreneurship

Course	Course Title	ENTRB1	ENTRB2	ENTRB3	ENTRB4	ENTRB5	ILO1	ILO2	ILO3	ILO4	ILO5
ACCT 215	Financial Accounting	X						X			X
ACCT 225	Managerial Accounting	X			X			X			X
MGMT 312	Principles of Management	X						X			X
ENTR 395	Foundations of Entrepreneurship	X	X			X		X			X
ECON 210	Introduction to Microeconomics	X						X			X
FINA 301	Principles of Finance	X						X			X
MKTG 300	Marketing	X						X			X
BSAD 220	Business Law				X			X			X
ENTR 495	Entrepreneurship Capstone	X	X	X	X	X		X			X
MKTG 340	Digital Marketing	X						X			X
ENTR 400	Commercialization of Ent Products & Services		X			X		X			X
ENTR 420	Managing Micro Business & Generating Funding				X	X		X			X

Institution Learning Outcomes

- ILO1 Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
- ILO2 Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems.
- ILO3 Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
- ILO4 Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
- ILO5 Disciplinary Expertise

Program Learning Outcomes

- ENTRB1 Develop a plan to launch a successful entrepreneurial business
- ENTRB2 Lead the key initiatives necessary to effectively market and sell an entrepreneurial business' products and services
- ENTRB3 Evaluate the appropriate methods for financing an entrepreneurial business
- ENTRB4 Develop a plan to manage the general operations of an entrepreneurial business
- ENTRB5 Develop a business plan for an entrepreneurial business.