

# ENTREPRENEURSHIP, B.S.

The Entrepreneurship major focuses on the skills necessary to start a business, grow a business, or enhance creativity and innovation in a corporate environment. These skills are necessary in today's competitive business world.

**The Entrepreneurship, B.S. major is available in a traditional as well as an online format.**

## Overall Requirements

- 120 credit hours, to include at least 36 credits at or above the 300 course level.
- A cumulative GPA of at least 2.0.
- Grades of C or better in courses used to meet major requirements.
- At least 50 percent of the business semester hours required for the degree must be earned at UNC Greensboro.

## Degree Program Requirements

Code	Title	Credit Hours
	University Requirements ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/</a> )	
	General Education Requirements - Minerva's Academic Curriculum (MAC) ( <a href="https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/">https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/</a> )	

## Major Requirements

### Bryan School Pre-Admission Courses

Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter.

Courses used to meet Bryan School Pre-Admission **and** Bryan School Common Business Core requirements cannot be used to fulfill major or concentration requirements in the following majors: ACCT, BADM, ECOS, ENTR, FINC, INTB, ISSC, HTMT, or MKTG.

See the Joseph M. Bryan School of Business and Economics for more information.

Code	Title	Credit Hours
<b>Required</b>		<b>29-30</b>
BUS 115 & BUS 215 or BUS 216	Blueprint for Personal Development and Blueprint for Professional Development or Blueprint for Personal and Professional Development	
ACC 201	Financial Accounting	
ACC 202	Managerial Accounting	
ECO 201	Principles of Microeconomics	
ECO 202	Principles of Macroeconomics	
ECO 250	Economic and Business Statistics I	
ISM 110	Foundations for Analytics using Spreadsheets	
ISM 280	Information Systems for Decision Making	
	<i>Select one of the following:</i>	
ENG 101	Exploring Writing in College Contexts	
ENG 102	Academic Research and Writing	

FMS 115 Freshman Seminar in Reasoning and Discourse: Written Communication

*Completion of one of the following:*

MAT 115	Algebra for Precalculus
MAT 118	Algebra with Business Applications
MAT 120	Calculus with Business Applications
MAT 150	Precalculus I
MAT 151	Precalculus II
MAT 190	Precalculus
MAT 183	Mathematics for the Life Sciences
MAT 184	Calculus for the Life Sciences
MAT 191	Calculus I
MAT 292	Calculus II
MAT 293	Calculus III
MAT 196	Calculus A
MAT 296	Calculus B

## Bryan School Common Business Core

Code	Title	Credit Hours
<b>Required</b>		<b>38</b>
BUS 315	Global and Cultural Development	
BUS 415	Leadership Development	
CST 105	Introduction to Communication Studies	
ECO 300	The International Economy	
FIN 315	Business Finance I	
MGT 301	Introduction to International Business	
MGT 312	Organizational Behavior	
MGT 330	The Legal Environment of Business	
MGT 491	Business Policy and Strategy	
MKT 309	Principles of Innovation	
MKT 320	Principles of Marketing	
PHI 261	Ethical Issues in Business	
or PHI 262	Ethical Issues in Entrepreneurship	
or PHI 263	Business Ethics with East Asian Philosophy	
SCM 302	Operations Management	
	<i>Global Sustainability Elective - One chosen from the list below: *</i>	
ECO 100	Economics of a Global Sustainable Society	
ENT 130	Entrepreneurship in a Sustainable Global Environment	
LLC 120	Global Crossings: Topics in Images, Media, and Texts	
LLC 130	Global Green: Cultures of Production and/or Consumption	
HTM 200	Introduction to Sustainable Development	

\* Or other approved Global Sustainability elective.

## Entrepreneurship Courses

Code	Title	Credit Hours
<b>Core Courses</b>		<b>12</b>
ENT 130	Entrepreneurship in a Sustainable Global Environment	
ENT 201	Creativity, Innovation, and Vision	
ENT 300	Ideas to Opportunities: Research Driven Feasibility Analysis *	
ENT 336	From Startup to Growth: Business Plan *	
<b>Concentration Electives</b>		<b>6</b>
<i>Select 6 credits from the following:</i>		
ENT 240	Introduction to the Entrepreneurial Experience	
ENT 337	Family Business	
ENT 338	Global Franchising	
ENT 340	Social Entrepreneurship	
ENT 342	International Entrepreneurship	
ENT 430	Rsrch Opprtnts ENT/Eco Dvlpmnt	
ENT 450	Directed Business Practice	
ENT 493	Honors Work in Entrepreneurship	
ENT 499	Selected Topics in Entrepreneurship	
AAD 202	Arts Admin and Entrepreneurship	
BUS 339	Entrepreneurial Leadership	
BUS 450	Directed Business Practice	
DCE 455	Arts and Entrepreneurship: Career Strategies for Artists	
ECO 312	Economics of Technology	
FIN 335	Entrepreneurial Finance	
GES 402	Sustainable Urban Planning in an Entrepreneurial Environment	
HHS 250	Purpose-Driven Entrepreneurship	
HTM 364	Restaurant Entrepreneurship	
HTM 451	Service Management	
HTM 474	Wine Business Management	
MKT 403	Entrepreneurial Marketing	
MUP 402	Entrepreneurship in the Performing Arts	

\* *Entrepreneurship and Business Studies double majors, only the ENT 300 and ENT 336 courses will count for both majors.*

## Electives

Electives sufficient to complete 120 total credit hours required for the degree.

## Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality and Tourism

### Requirements

- A minimum of 12 credit hours as defined below.
- UNC Greensboro cumulative GPA of 3.30 or better or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

Code	Title	Credit Hours
<b>Required</b>		<b>3</b>
HSS 490	Senior Honors Project	
<b>6 credits of Honors coursework in the major</b>		<b>6</b>
<b>3 credits of Honors coursework in the major or another area</b>		<b>3</b>

### Recognition

Receive a Certificate of Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality & Tourism; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.

### Honors Advisor

Contact Thomas Renedo at [threnedo@uncg.edu](mailto:threnedo@uncg.edu) for further information and guidance about Honors in Marketing, Entrepreneurship, and Hospitality & Tourism.

To apply: <https://honorscollege.uncg.edu/lloyd-international-honors-college/academics/admissions-scholarships/disciplinary-honors-admissions/>.