

ENTREPRENEURSHIP OPTION

Students who choose the entrepreneurship option of the business program receive comprehensive instruction pertaining to skills necessary to begin the journey of becoming an entrepreneur. In this program students will explore basic management functions, marketing and advertising, concepts in salesmanship, and the first step in opening a business—the written business plan. Three credit hours of cooperative internship work experience is required, depending on the student’s work history. **See page 89 for Business required program of study.**

FRESHMAN YEAR

First Semester	
Course	Credits
ACCT 1200 Accounting I*	3
BSAD 1070 Business Math	3
BSAD 2520 Principles of Marketing	3
BSAD 2540 Principles of Management	3
ENTR 1050 Introduction to Entrepreneurship	3
INFO 1100 Microcomputer Applications or OFFT 1500 Microsoft Office	3
	18

Second Semester	
Course	Credits
BSAD 2160 Customer Service and Business Etiquette	3
BSAD 2180 Advertising	3
BSAD 2510 Organizational Behavior	2
ENGL 1010 English Composition I	3
ENTR 1060 Entrepreneurship Opportunity Analysis	3
	14

Required Summer Coop

Course	Credits
BSAD 1300 Cooperative Internship I	3

SOPHOMORE YEAR

First Semester	
Course	Credits
BSAD 1200 Introduction to Electronic Commerce	3
BSAD 2050 Business Communications	3
ENTR 2090 Entrepreneurship Business Plan	3
SPCH 1010 Fundamentals of Communication or SPCH 1110 Public Speaking	3
MATH 1100 Foundations of Math	3
	15

Second Semester	
Course	Credits
BSAD 2130 Salesmanship	3
BSAD 2250 International Business	3
BSAD 2700 Business Law I	3
BSAD 2750 Applied Business Projects	2
PSYC 1810 Introduction to Psychology or AGRI 1420 Interpersonal Skills	3
ECON 1040 Personal Finance or ECON 2110 Macroeconomics	3
	17

Total Credit Hours 67

*Students with no accounting experience are encouraged to take ACCT 1060 Basic Accounting Procedures prior to Accounting I.

NOTE: The associate of applied science degree is suggested for those seeking employment upon graduation and feel quite sure that they will not continue their education toward a bachelors degree. Students interested in continuing their education at a four-year college or university should enroll in the business administration program.

Program of Study for Entrepreneurship Certificate

ACCT 1200 Accounting I*	3
BSAD 2520 Principles of Marketing	3
BSAD 2700 Business Law I	3
ENTR 1050 Introduction to Entrepreneurship	3
ENTR 1060 Entrepreneurship Opportunity Analysis	3
ENTR 2090 Entrepreneurship Business Plan	3

Total Credit Hours 18

*Students with no accounting experience are encouraged to take ACCT 1060 Basic Accounting Procedures prior to Accounting I.