



Bachelor of Science in Business Entrepreneurship Track

Pre-major Courses

Calculus sequence: MATH 141-143 or MATH 161-162

Core Courses (9)

Statistics: ECON 230, STAT 213, or MATH 203 preferred

ECON 108: Principles of Economics

ECON 207: Intermediate Microeconomics

ACC 201: Financial Accounting

FIN 205: Financial Management

MKT 203: Principles of Marketing

CIS 220: Business Information Systems

BUS 221: Operations and Strategy

STR 203: Economic Theory of Organization

Entrepreneurship Track (6)

ENT 101: Introduction to Entrepreneurship

ENT 223: Planning & Growing Business Ventures
or ENT 225: Technical Entrepreneurship

Electives (select 4)

ACC 221: Managerial Accounting

BUS 118: Business Ethics

BUS 201: Impactful Presentations
or BUS 210: Art of Pitching

BUS 217: Business Leadership

BUS 241: Boom, Bust, & Bubbles

BUS 389: Business Research

CIS 211: Business Modeling with Excel

ENT 227: Fundamentals of Social Entrepreneurship

FIN 213: Corporate Finance

FIN 233: Mergers & Acquisitions

FIN 241: Real Estate Principles

FIN 246: Cryptocurrencies, Blockchain, & FinTech

LAW 205: Business Law: Contracts & Legal Entities

LAW 250: Business Law: Transactions & Other Topics

MKT 212: Marketing Research & Analytics

MKT 213: Marketing Projects & Cases

MKT 233: Advertising & Social Media

MKT 235: Product & Brand Strategy

MKT 237: Digital Marketing Strategy

PSCI 238: Business & Politics

PSCI 244: Politics & Markets

SOCI 310: Social Network Theory & Entrepreneurship I

SOCI 311: Social Network Theory & Entrepreneurship II

STR 221: Business Strategy

STR 241: Pricing Strategy

Study Abroad

Plan ahead and meet with Education Abroad.



Internship & Career Preparation

Career destination is a combination of academic, co-curricular, and career interests. To explore different opportunities, visit the Greene Center.



Did You Know?

MATH 141-143/MATH 161-162 and
STAT 213/ECON 230 also satisfies your natural
science cluster (Math & Statistics - N1MTH013).



Note: You can take track courses before completing the core as long as prerequisites are met.