



BACHELOR OF SCIENCE ENTREPRENEURSHIP MAJOR (ENTR)

The Entrepreneurship (ENTR) major empowers students by providing them with the knowledge, skills, connections and resources needed to successfully launch a startup (Entrepreneur), foster innovation for an established company (Intrapreneur) or develop sustainable solutions to important societal problems (Social Entrepreneur).

why YOU should be an ENTR major



WHY MAJOR IN ENTREPRENEURSHIP?

- > HIGHLY SELECTIVE, LIMITED TO 35 STUDENTS
- > SMALL CLASS SIZES
- > ACQUIRE SKILLS EMPLOYERS WANT
- > PERSONALIZED AND FLEXIBLE CURRICULUM
- > AWARD WINNING FACULTY

"This major is equipped with action packed materials to help students succeed, even if they don't intend on starting their own business. Because entrepreneurs aren't just business owners, they're those who change and positively impact lives."

- Eastwood Bempoh



OPPORTUNITIES FOR MAJORS

- > SIGNATURE INTERNSHIP PATHWAY
- > PROFESSIONAL DEVELOPMENT COURSES
- > PEER-TO-PEER MENTORING
- > IGNITE! EARLY MOVE-IN PROGRAM
- > COMMUNITY BUILDING PROGRAMS



"Horn has taught me how to see problems as opportunities"
-Mandy Zicherman



ENTR-BS REQUIREMENTS AT A GLANCE

BUSINESS CORE (21 CREDITS)

- ACCT 207** Accounting I and ACCT 208 - Accounting II
BUAD 301 Introduction to Marketing
BUAD 306 Introduction to Service and Operations Management
BUAD 309 Organizational Behavior
BUAD 441 Strategic Management
FINC 311 Principles of Finance

ECONOMICS (3 CREDITS)

one of the following:

- ECON 100** Economic Issues & Policies
ECON 101 Intro to Microeconomics
ECON 103 Intro to Macroeconomics

ORAL COMMUNICATION (3 CREDITS)

one of the following:

- COMM 212** Oral Comm in Business
HOSP 230 Executive Presentations and Problem Solving
LEAD 209 Presentation Strategies
THEA 204 Intro to Voice and Speech
THEA 226 Fundamentals of Acting I

PROFESSIONAL DEVELOPMENT (3 CREDITS)

- ENTR 160** Professional Development for Innovators I (1 credit)
ENTR 161 Professional Development for Innovators II (1 credit)
ENTR 260 Land Your Dream Internship (1 credit)

INTERNATIONAL BUSINESS (3 CREDITS)

ENTREPRENEURSHIP CORE (12 CREDITS)

- ENTR/BUAD 350** Introduction to Entrepreneurship
ENTR/BUAD 351 Entrepreneurial Marketing
ENTR 355 User-Centered Research Methods for Entrepreneurs

And one of the following:

- ENTR 452** Entrepreneurial Selling
BUAD 470 Sales Management and Selling

CREATIVITY & DESIGN THINKING (3 CREDITS)

one of the following:

- ENTR 356** Creativity & Design Thinking
LEAD 300 Leadership, Creativity and Innovation

INTRAPRENEURSHIP (3 CREDITS)

one of the following:

- ENTR 364** Entrepreneurship in Practice: Internship
ENTR 461 Corporate Innovation & Intrapreneurship

CAPSTONE EXPERIENCE (3 CREDITS)

- ENTR 455** Startup Experience I

ENTREPRENEURSHIP ELECTIVES (9 CREDITS)

Nine credits from any combination of 300-level and higher ENTR designated or ENTR cross-listed courses

MATHEMATICS & ANALYTICS (6 CREDITS)

one of the following:

- STAT 200** Basic Statistical Practice
MATH 201 Intro to Statistical Methods
and one of the following:
MATH 115 Pre-Calculus or MATH 117 - Pre-Calculus for Scientists & Engineers
MATH 221 Calculus I or MATH 241 - Analytic Geometry and Calculus A
MISY 262 Fundamentals of Business Analytics

LEGAL (3 CREDITS)

one of the following:

- ACCT 352** Law and Social Issues in Business
ENTR/ACCT 457 Legal Issues for Entrepreneurship

LEADERSHIP (3 CREDITS)

one of the following:

- ENTR/LEAD 253** Individual Leadership
ENTR 353 Entrepreneurial Apprenticeship: Leadership & Influence

TECHNOLOGY & COMPUTATIONAL THINKING (4 CREDITS)

- ENTR 158** Inventions, Innovations and New Technologies (1 credit)

And one of the following:

- CISC 101** Principles of Computing
CISC 103 Intro to Computer Science with Web Applications
CISC 108 Intro to Computer Science I
MISY 225 Intro to Programming Business Applications (Pre-Req: MISY160)
MISY 261 Business Information Systems (Pre-Req: MISY160)

TECHNICAL COMPETENCY (15 CREDITS)

Fifteen credits that comprise: (1) an established minor, (2) the disciplinary core of an established major OR (3) a customized, well-defined area of study and practice. Examples include: Human Computer Interaction, Holistic Health & Wellness, Supply Chain Management, Leading Innovative Organizations. A specific course plan for fulfillment of the technical competency requirement should be established during the freshman or sophomore year and must be approved by a Horn Entrepreneurship advisor.

UNIVERSITY REQUIREMENTS FOR ALL UD STUDENTS

First Year Experience, ENGL110, Multicultural, Breadth Courses

FREE ELECTIVES (3+ CREDITS)

Free electives may be taken in any department to bring the total credits to 121.

