



# Management B.B.A. Degree

## Entrepreneurship

Entrepreneurship is defined as the creation of value by people and organizations working together through applying creativity, drive, and willingness to take what might commonly be viewed as risks.

### Entrepreneurship at EKU is a risk worth taking!

Your success begins with an idea that comes to life through a plan. To execute your plan successfully, you need the right knowledge and skills. The entrepreneurship major is for those who have a desire to obtain basic business knowledge and skills related to starting their own business or managing an existing business – like a family owned business for example.

This major is primarily for students who either intend to start and/or manage their own business or plan to work as innovators in the corporate world.

*Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage.*

*- Niccolo Macciavelli*

### For More Information

Department of Management, Marketing and International Business  
011 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1377  
<http://management.eku.edu>  
<http://management.eku.edu/people>  
<http://management.eku.edu/patterson-business-scholarship>  
<http://ioma.com>  
<http://industryweek.com>  
<http://aom-iaom.org>  
<http://careers.org>  
<http://cob.tamucc.edu/sam> (SAM's National Headquarters)

Students interested in a management major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



**AACSB**  
**ACCREDITED**



**Suggested Curriculum Guide for Entrepreneurship Concentration**

**Freshman (1<sup>st</sup> Semester) 16 hrs**

- BTO 100\*** Student Success Seminar
- E-2 MAT 112** Algebra & Applications (or MAT 211 Calculus)
- E-5B PSY 200** or **SOC 131** Intro PSY or Intro SOC
- E-1A\*** ENG 101
- E-6** Diversity
- CIS 212** Intro to CIS or **INF 104** Computer Literacy w/ Software Applications

**Sophomore (1<sup>st</sup> Semester) 15 hrs**

- ACC 201** Introduction to Financial Accounting
- ECO 231** Principles of Economics II
- QMB 200** Business Statistics
- E-4A** Biological or **E-4B** Physical Lab Science
- E-3A** Arts

**Junior (1<sup>st</sup> Semester) 15 hrs**

- CCT 300W** Managerial Reports
- CIS 300** Management Information Systems
- MGT 300** Principles of Management
- FIN 300** Business Finance I
- MGT 340** Management Science
- BTS 300** Professional Skills Seminar (0 credit)\*

**Senior (1<sup>st</sup> Semester) 15 hrs**

- CCT 270** Entrepreneurship
- MGT 330** Innovation and Entrepreneurship
- MGT 349** Management Cooperative Education (3 hrs)
- Approved Business Elective** (3 hrs)
- MKT 435** Marketing for Entrepreneurs

**Freshman (2<sup>nd</sup> Semester) 15 hrs**

- E-1B\*** ENG 102
- E-4A** Biological or **E4B** Physical Lab Science
- E-1C** CMS 100 or 210
- GBU 101\*** Introduction to Business
- ECO 230** Principles of Economics I

**Sophomore (2<sup>nd</sup> Semester) 15 hrs**

- ACC 202** Introduction to Managerial Accounting
- GBU 204** Legal and Ethical Environments of Business
- E-3B** Humanities
- E-5A** History
- E-6** Diversity

**Junior (2<sup>nd</sup> Semester) 15 hrs**

- MGT 370** Operations Management
- MKT 300** Principles of Marketing
- MGT 480** Organizational Behavior
- MGT 320** Human Resources Management
- Free Elective** (3 hrs)

**Senior (2<sup>nd</sup> Semester) 14 hrs**

- CCT 304S** Applied Entrepreneurship
- GBU 480\*** Business Strategy
- MGT 445** Employee Recruitment and Selection
- MGT 465** Entrepreneurial Leadership
- Free Elective** (Non-Business 2 hrs)
- BTS 400** College to Careers Seminar (0 credit)\*

\*Course must be taken in semester indicated.

**UNIVERSITY GRADUATION REQUIREMENTS**

General Education .....	36 hrs
Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Total Hours University Graduation Requirements .....	37 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

**Major Requirements** .....

Entrepreneurship Concentration .....	33 hrs
CCT 270, 304S; GBU 101; MGT 320, 330, 340, 349, 445, 465, 480; MKT 435.	

**Supporting Course Requirements** .....

MAT 112/211 (counted in GE Element 2)	9 hrs
CIS 212 or INF 104	
PSY 200/200W or SOC 131(counted in GE Element 5)	
ECO 230 & 231	

**Approved Business Electives** .....

3 hrs
-------

**Free Electives (Non-Business)** .....

5 hrs
-------

**Total Curriculum Requirements**.....

120 hrs
---------