

# ENTREPRENEURSHIP

## REQUIREMENTS

**CORE CURRICULUM** The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at [marshall.edu/gened](http://marshall.edu/gened).

### CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____

### Additional University Requirements

ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
_____	Multicultural or International	3	_____
ENT 467	Capstone	3	_____

### CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
PSY 201	General Psychology (CT)	3	_____
_____	Core II Fine Arts	3	_____

## COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
ACC 215	Intro Financial Accounting (CT)	3	_____	MIS 290	Principles of MIS	3	_____
ACC 216	Intro Managerial Accounting	3	_____	MGT 218	Business Quantitative Methods	3	_____
ECN 250	Principles of Microeconomics	3	_____	MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____
				_____	International Business Elective	3	_____

## MAJOR

Students who wish to major in Entrepreneurship must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENT 220	Creativity and Innovation	3	_____	_____	Free Elective	3	_____
ENT 250	Intro to Entrepreneurship	3	_____	_____	Free Elective	3	_____
LE 366	Entrepreneurial Law & Ethics	3	_____	_____	Free Elective	3	_____
ENT 350	The Startup Experience	3	_____	_____	Free Elective	3	_____
ENT 340	Business Models for Start-Ups	3	_____	_____	Free Elective	3	_____
ENT 467	Strategic Entrepreneurship	3	_____	_____	Free Elective	3	_____
ENT 320	Marketing for Entrepreneurs	3	_____	_____	Free Elective	3	_____
ENT 410	Corporate Intrapreneurship	3	_____				

## MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- The International Business elective can be met by taking one of the following courses: ECN 408, 420, 421, 460, FIN 440, MGT 445, or MKT 371.
- The Communication Studies elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Multicultural or International additional requirement met with International Business Elective.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

**Milestone Course:** This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

# ENTREPRENEURSHIP

The Department of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Entrepreneurship. Entrepreneurship is an interdisciplinary program that incorporates the business disciplines of management, finance, accounting, economics, marketing, and legal environment and the various disciplines of science, engineering, and psychology. In the program, you will be exposed to multiple disciplines and approaches to creativity, innovation, opportunity recognition, risk management, sourcing capital, and preparing for succession and/or harvesting opportunities in an experiential and student-centered learning environment.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3	_____	_____	Free Elective	3	_____
	ENG 101	Beginning Composition	3	_____	ECN 250	Principles of Microeconomics	3	_____
	STA 150	Fundamentals of Statistics	3	_____	CMM 207	Bus & Prof Communication	3	_____
	STA 150L	Fundamentals of Statistics Lab	1	_____	_____	Core II Physical or Natural Science	4	_____
	PSY 201	General Psychology (CT)	3	_____	_____	Core II Fine Arts	3	_____
	MIS 200	Bus Computer Applications	3	_____				
	UNI 100	Freshman First Class	1	_____				
	<b>TOTAL HOURS</b>		<b>17</b>		<b>TOTAL HOURS</b>		<b>16</b>	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ACC 215	Intro Financial Accounting (CT)	3	_____	ACC 216	Intro Managerial Accounting	3	_____
	ECN 253	Principles of Macroeconomics	3	_____	MGT 218	Business Quantitative Methods	3	_____
	ENG 201	Advanced Composition	3	_____	ENG 204	Writing for the Workplace	3	_____
	LE 207	Legal Environment of Business	3	_____	ENT 250	Intro to Entrepreneurship	3	_____
	ENT 220	Creativity & Innovation	3	_____	_____	Core II Humanities	3	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	MGT 320	Principles of Management	3	_____	LE 366	Entrepreneurial Law & Ethics	3	_____
	MKT 340	MKT Concepts and Applications	3	_____	FIN 323	Principles of Finance	3	_____
	MIS 290	Principles of MIS	3	_____	ENT 320	Marketing for Entrepreneurs	3	_____
	ENT 350	The Startup Experience	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>15</b>	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ENT 340	Business Models for Start-Ups	3	_____	ENT 467	Strategic Entrepreneurship	3	_____
	ENT 410	Corporate Intrapreneurship	3	_____	MGT 460	Strategic Management	3	_____
	_____	CMM Studies Elective	3	_____	_____	International Business Elective	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____				
	<b>TOTAL HOURS</b>		<b>15</b>		<b>TOTAL HOURS</b>		<b>12</b>	
	Summer Term (optional):							

**Milestone Course:** This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

● General Education Requirement  
■ College Requirement  
◆ Major Requirement  
◆ Area of Emphasis

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## INVOLVEMENT OPPORTUNITIES

- Join a business student organization like the Collegiate Entrepreneurs' Organization or Delta Sigma Pi
- Research professional organizations like the Entrepreneurs' Organization or the Young Entrepreneur Council
- Participate in business plan and business model competitions
- Seek experiential education opportunities to support the community like working with local small business and entrepreneurs
- Apply for internships
- Participate in BERS (Business Economics Research Symposium)
- Practice job interviewing
- Join LinkedIn
- Get a Business Professionalism Certificate
- Meet with a faculty mentor

## RELATED MAJORS

- Management
- Marketing

## GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

# ENTREPRENEURSHIP – 2023-2024

## YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: [www.marshall.edu/fam](http://www.marshall.edu/fam)



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Take a career self-assessment to help determine what majors fit your talents and interests and consider job shadowing opportunities.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Join or create a club or organization on campus about a particular issue you care about. Marshall has more than 200 student organizations.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.

## YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Consider joining the Collegiate Entrepreneurs' Organization (CEOs).



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Enter business model and business plan competitions to get real world feedback on your ideas.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Work with a faculty mentor to identify experiential entrepreneurship projects in the community.

## YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Volunteer for causes that you are passionate about such as animal rescue, 5ks to support medical research, or mentoring youth.



Run for Student Government and represent your fellow students while making a longterm difference on Marshall's campus.



Take ENT 220 Creativity and Innovation in your second year to ensure that you are ready to start your 300 level ENT classes in year three.



Did you do really well in a hard course? Become a Tutor or a Supplemental Instructor.



Take an elective course that links diversity to your field of study.



Meet with a career education specialist to conduct a "gap analysis." Figure out the skills you'll need for the career you want while you still have time to build them.

## YEAR FOUR



Apply for graduation! It's finally here! Go online and complete your graduation application. Need help? See your advisor.



Consider the 3+2 program if you'd like to earn both your bachelor's and master's degrees in less time overall.



Check with your advisor to see if you qualify to graduate with honors.



Don't enter your field with zero experience! Secure an internship related to your field of study.



Earn your Business Professionalism Certificate by attending speaker events and skill workshops offered by the Lewis College of Business.



Attend Countdown to Commencement. This is a one stop shop for all things graduation at Marshall! Keep an eye out for this event.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

## TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Customer-Centered Innovation
- Active Listening
- Consumer Behavior Recognition
- Persuasion
- Market Data Analysis
- Decision Making
- Time Management
- Oral & Written Communication
- Critical Thinking
- Negotiation
- Judgment and Decision Making
- Complex Problem Solving
- Strategic Thinking

## ASSOCIATED CAREERS

- Self-Employment
- Innovation/Design Consultant
- Business Coach
- Financial/Venture Capital
- Sales
- Franchise Operator
- Travel & Hospitality
- Business Reporter
- Business Development/Planning
- Social Enterprise
- Real Estate

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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