

ENTREPRENEURSHIP, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The Entrepreneurship Major is for students interested in starting, owning, and/or operating a business venture as well as students interested in serving entrepreneurial ventures as consultants, bankers, accountants, and marketing professionals. The Entrepreneurship Major has a practical emphasis designed to assist students in developing and operating their new and/or small ventures. Courses in this major lead students through the different processes of getting into business, addresses important operating issues relevant to the running of day-to-day activities of a venture, and discuss the important topic of planning for business growth and development.

Entrepreneurship, Bachelor of Science in Business Administration Requirements

| Code | Title | Credits |
|---|---|-----------|
| General Education (MavEd) Requirements - 34 Hours Required | | |
| Fundamental Skills | | 15 |
| Writing – 6 hrs. | | |
| ENGL 1150 | ENGLISH COMPOSITION I | |
| or ENGL 1140 | ENGLISH COMPOSITION I WITH SUPPORT | |
| ENGL 1160 | ENGLISH COMPOSITION II | |
| Oral Communication – 3 hrs. | | |
| CMST 1110 | PUBLIC SPEAKING FUNDS | |
| or CMST 2120 | ARGUMENTATION AND DEBATE | |
| Quantitative Literacy – 3 hrs. | | |
| MATH 1120 | INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING | |
| or MATH 1130 | QUANTITATIVE LITERACY | |
| or MATH 1140 | QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS | |
| or MATH 1300 | COLLEGE ALGEBRA WITH SUPPORT | |
| or MATH 1320 | COLLEGE ALGEBRA | |
| Data Literacy – 3 hrs. | | |
| Select one from the following: | | |
| BSAD 1030 | DATA LITERACY FOR WORK AND LIFE | |
| ISQA 1100 | DATA AND INFORMATION LITERACY | |
| STAT 1100 | DATA LITERACY AND VISUALIZATION | |
| STAT 1530 | ELEMENTARY STATISTICS | |
| Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education (MavEd) course. | | |
| Breadth of Knowledge | | 13 |
| Social Science – 3 hrs. | | |
| Humanities – 3 hrs. | | |
| Natural & Physical Science (must complete a lab) – 4 hrs. | | |
| Arts – 3 hrs. | | |
| Individual and Social Responsibility | | 6 |
| Cultural Knowledge – 3 hrs. | | |
| Civic Knowledge and Engagement – 3 hrs. | | |

MAJOR REQUIREMENTS - 63 Hours Required

In order to fulfill BSBA degree requirements, BSBA core courses, BSBA major courses, and BSBA concentration courses must be completed on a letter grade basis with a grade of “C” or higher. The required BSBA Business Math course (MATH 1370 or MATH 1930) and the required BSBA Second Speech course are excluded from this requirement.

**Course will satisfy UNO's General Education (MavEd) requirement

^Course requires pre-requisite(s)

| | | |
|--|--|-----------|
| Select 1 of the Following Business Math Courses | | 3 |
| MATH 1370 | APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^) | |
| MATH 1930 | CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^) | |
| All of the Following BSBA Core Courses | | 39 |
| ECON 2200 | PRINCIPLES OF ECONOMICS (MICRO) (** ^) | |
| ECON 2220 | PRINCIPLES OF ECONOMICS (MACRO) (** ^) | |
| BSAD 2130 | PRINCIPLES OF BUSINESS STATISTICS (^) | |
| ACCT 2010 | PRINCIPLES OF ACCOUNTING I (^) | |
| ACCT 2020 | PRINCIPLES OF ACCOUNTING II (^) | |
| MKT 3200 | BUSINESS COMMUNICATIONS (^) | |
| MKT 3310 | PRINCIPLES OF MARKETING (^) | |
| MGMT 3490 | MANAGING PEOPLE AND ORGANIZATIONS (^) | |
| LAWS 3930 | BUSINESS LAW FUNDAMENTALS (^) | |
| FNBK 3250 | PRINCIPLES OF FINANCIAL MANAGEMENT (^) | |
| MGMT 3100 | MANAGEMENT INFORMATION SYSTEMS (^) | |
| SCMT 3500 | MANAGING OPERATIONS IN THE SUPPLY CHAIN (^) | |
| MGMT 4480 | CORPORATE AND BUSINESS STRATEGY (^) | |
| Select 1 of the Following Second Speech Courses | | 3 |
| CMST 2120 | ARGUMENTATION AND DEBATE (**) | |
| CMST 3130 | SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (^) | |
| CMST 3140 | CONTEMPORARY PRESENTATIONS (^) | |
| CMST 3150 | INTERCOLLEGIATE FORENSICS I (^) | |
| CMST 3160 | INTERCOLLEGIATE FORENSICS II (^) | |
| MKT 3100 | PROFESSIONAL SELLING (^) | |
| All of the Following Major Courses | | 12 |
| ENTR 3710 | ENTREPRENEURIAL FOUNDATIONS (^) | |
| ENTR 3330 | ENTREPRENEURIAL FINANCE (^) | |
| ENTR 4730 | NEW VENTURE FORMATION (^) | |
| ENTR 4750 | SOCIAL ENTREPRENEURSHIP (^) | |
| Select 2 of the Following Major Courses | | 6 |
| ENTR 4000 | SPECIAL TOPICS IN ENTREPRENEURSHIP (^) | |
| ENTR 4150 | GEOGRAPHY, GENDER AND ENTREPRENEURSHIP (^) | |
| ENTR 4390 | MEDIA ENTREPRENEURSHIP (^) | |
| ENTR 4530 | ENTREPRENEURSHIP INTERNSHIP (^) | |
| ENTR 4690 | EMERGING TECHNOLOGY AND INNOVATION (^) | |
| ENTR 4720 | INNOVATION VENTURES (^) | |
| ENTR 4740 | INNOVATION MANAGEMENT (^) | |

| | | |
|-----------|--|--|
| ENTR 4760 | SELLING IN AN ENTREPRENEURIAL CONTEXT (^) | |
| ENTR 4770 | INTRODUCTORY MAVERICK VENTURE FUND (^) | |
| ENTR 4780 | INTERMEDIATE MAVERICK VENTURE FUND (^) | |
| ENTR 4790 | ADVANCED MAVERICK VENTURE FUND (^) | |
| ENTR 4710 | COMPARATIVE INTERNATIONAL DEVELOPMENT AND INNOVATION (^) | |
| MKT 3400 | MARKETING INNOVATION (^) | |
| SCMT 4450 | MANAGERIAL NEGOTIATION STRATEGIES (^) | |

ELECTIVES
 Elective hours as required to reach a total of 120 hours

Entrepreneurship, Bachelor of Science in Business Administration Four Year Plan

Freshman

| Fall | | Credits |
|----------------|--|-----------|
| ENGL 1150 | ENGLISH COMPOSITION I ¹ | 3 |
| MATH 1300 | COLLEGE ALGEBRA WITH SUPPORT ² | 4 |
| CMST 1110 | PUBLIC SPEAKING FUNDS | 3 |
| BSAD 1030 | DATA LITERACY FOR WORK AND LIFE | 3 |
| BSAD 1100 | BUSINESS MAVERICKS: COLLEGE AND CAREER FOUNDATIONS (Recommended) | 1 |
| Credits | | 14 |

| Spring | | Credits |
|--|---|-----------|
| ENGL 1160 | ENGLISH COMPOSITION II | 3 |
| MATH 1370 | APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS | 3 |
| ECON 2200 | PRINCIPLES OF ECONOMICS (MICRO) | 3 |
| General Education (MavEd) Course or Elective | | 3 |
| General Education (MavEd) Course or Elective | | 3 |
| Credits | | 15 |

Sophomore

| Fall | | Credits |
|--|---------------------------------|-----------|
| MKT 3200 | BUSINESS COMMUNICATIONS | 3 |
| ACCT 2010 | PRINCIPLES OF ACCOUNTING I | 3 |
| ECON 2220 | PRINCIPLES OF ECONOMICS (MACRO) | 3 |
| General Education (MavEd) Course or Elective | | 4 |
| General Education (MavEd) Course or Elective | | 3 |
| Credits | | 16 |

| Spring | | Credits |
|----------------|-----------------------------------|-----------|
| ACCT 2020 | PRINCIPLES OF ACCOUNTING II | 3 |
| BSAD 2130 | PRINCIPLES OF BUSINESS STATISTICS | 3 |
| ENTR 3710 | ENTREPRENEURIAL FOUNDATIONS | 3 |
| MGMT 3490 | MANAGING PEOPLE AND ORGANIZATIONS | 3 |
| MKT 3310 | PRINCIPLES OF MARKETING | 3 |
| Credits | | 15 |

Junior

| Fall | | Credits |
|-----------|------------------------------------|---------|
| FNBK 3250 | PRINCIPLES OF FINANCIAL MANAGEMENT | 3 |
| LAWS 3930 | BUSINESS LAW FUNDAMENTALS | 3 |

| | | |
|--|-------------------------|-----------|
| ENTR 4750 | SOCIAL ENTREPRENEURSHIP | 3 |
| Second Speech ³ | | 3 |
| General Education (MavEd) Course or Elective | | 3 |
| Credits | | 15 |

| Spring | | Credits |
|--|--------------------------------|-----------|
| MGMT 3100 | MANAGEMENT INFORMATION SYSTEMS | 3 |
| Elective | | 3 |
| General Education (MavEd) Course or Elective | | 3 |
| ENTR 4730 | NEW VENTURE FORMATION | 3 |
| ENTR 3330 | ENTREPRENEURIAL FINANCE | 3 |
| Credits | | 15 |

Senior

| Fall | | Credits |
|----------------------------|---|-----------|
| SCMT 3500 | MANAGING OPERATIONS IN THE SUPPLY CHAIN | 3 |
| Elective | | 3 |
| ENTR Elective ⁴ | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Credits | | 15 |

| Spring | | Credits |
|----------------------------|---------------------------------|------------|
| MGMT 4480 | CORPORATE AND BUSINESS STRATEGY | 3 |
| ENTR Elective ⁴ | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Credits | | 15 |
| Total Credits | | 120 |

¹ Requires English Composition Placement

² This course may or may not be required depending on Math Placement.

³ For this requirement students must choose from the following list: MKT 3100, CMST 2120, CMST 3130, CMST 3140, CMST 3150, or CMST 3160.

⁴ See DegreeWorks or Stellic for approved elective options.

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

Additional Information About this Plan:

University Degree Requirements: The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

Placement Exams: For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

**Transfer credit or placement exam scores may change suggested plan of study

Minors Offered

- Entrepreneurship Minor (<https://catalog.unomaha.edu/undergraduate/college-business-administration/business-minors/entrepreneurship-minor/>)

Entrepreneurship

- Entrepreneur
- Business owner
- New Venture Formation
- Venture Analyst
- Start-Up Consultant