

BUSINESS ADMINISTRATION, ENTREPRENEURSHIP, BS

Program Description

The entrepreneurship major is designed to develop students' skills so that they are both confident and competent in analyzing new business ideas; refining a vision of a new business into the kind of business plan lenders and investors are likely to approve; and, translating the business plan into the start-up, launch, daily management, and growth and exit strategies most relevant and feasible for a small business venture. The entrepreneurship major also prepares students for working within a small, entrepreneurial firm, as an employee with specific business skills tailored to the needs of the smaller firm. The study of entrepreneurship includes classes in marketing, accounting, management, and entrepreneurship, and requires an internship placement in a small firm or as an advisor to a small firm. These courses, along with the common professional business core courses, will provide students with the knowledge, training, and practical experience required to become successful small business owners, counselors, and employees.

Program Learning Outcomes

- Business Plan Development – Develop a sound and viable business plan for a new venture.
- Human Resource Development – Explain tools to motivate and retain workers in a small firm.
- Pitch Deck – Present a professional-level PowerPoint presentation to the class.
- Pro Forma Financial Statements – Develop pro forma balance sheet and income statement.
- Business Knowledge – Apply knowledge of business core subjects.
- Professional Skills – Apply professional-level skills in research, communication, critical thinking, and business ethics.

Degree Requirements

Code	Title	Hours
Common Professional Component		
ACTG 132	Principles of Accounting I	4
ACTG 133	Principles of Accounting II	4
BUSN 121	Introduction to Business	3
BUSN 211	Business Statistics	3
BUSN 231	Business Communications	3
BUSN 350	Business Law I	3
BUSN 403	Business, Government & Society	3
BUSN 466	Business Policy	3
ECON 201	Principles Macroeconomics	3
ECON 202	Principles Microeconomics	3
FINC 341	Managerial Finance	4
MGMT 280	Intro Management Info Systems	3
MGMT 360	Management Concepts & Apps	3
MGMT 371	Operations/Business Analytics	3
MRKT 281	Marketing Principles/ Strategy	3
Major Requirements		
BUSN 101	Freshman Seminar	1
BUSN 399	Internship in	3

MATH 111	College Algebra	3
Select a minimum of 21 credits, from three disciplines, from the following:		21
ACTG 334	Accounting Information Systems	
BUSN 389	Entrepreneurship	
INTB 289	Competing-Global Marketplace	
INTB 486	International Marketing	
MGMT 365	Human Resource Management	
MGMT 380	Principles of Leadership	
MGMT 464	Organizational Behavior	
MGMT 476	Employee Training/Development	
MRKT 283	Principles of Selling	
MRKT 385	Services Marketing	
MRKT 387	Advertising Theory/Practice	
MRKT 388	Retail Management	
Free Electives ¹		
Total Hours		76

¹ Free Electives to reach 124 credits

General Education: All LSSU bachelor's degree candidates must complete the LSSU General Education Requirements.

A minimum of 124 credits (at the 100 level or higher) must be earned for graduation with a cumulative gpa of 2.00 or higher. A gpa of 2.00 or higher is also required in your Major, as well as in your General Education Requirements.