ENTREPRENEURSHIP, B.S.

The Bachelor of Science in Entrepreneurship provides students with the required skill sets and expertise to explore their creativity, teach students step-by-step how to creatively solve real-world problems, apply a business model to their solutions, and then assess the feasibility of their start up idea. The interdisciplinary curriculum will enable students to learn how to effectively market, manage, and finance a new venture, preparing them to be productive, self-sustaining members of the community, while aiding in the economic development of the region and nation.

Incoming students may transfer up to 50% of the School of Business courses required in the major, pending department evaluation for transfer equivalency. Once matriculated at NJCU, transfer students must complete at least 30 credits at NJCU to satisfy the university's residency requirement. Students must also maintain a GPA of 2.5 or better in courses taken in the School of Business. Students must earn a grade of C or higher in each School of Business course (ACCT, BUSI, ECON, FINC, MGMT, MKTG) used in fulfillment of a graduation requirement.

Code	Title	Credits
Common Core Requirements (33 Credits)		
MGMT 225	Business Enterprise Applications	3
MGMT 251	Operations and Project Management Fundamentals	3
ECON 203	Business Statistics	3
MGMT 211	Principles of Management	3
MKTG 231	Principles of Marketing	3
MGMT 241	Global Business	3
ACCT 251	Financial Accounting	3
ACCT 252	Management Accounting	3
MGMT 235	Business Law I: Legal Environment of Business	3
FINC 371	Managerial Finance	3
MGMT 411	Business Policy	3
Specialization Requirements (27 Credits)		
MGMT 221	MYOB: Mind Your Own Business	3
MGMT 230	Business Communications Essentials	3
MGMT 323	Legal Issues in Entrepreneurship, Small and Medium-Sized Business	3
MGMT 315	Business Design and Innovation	3
FINC 370	Entrepreneurial Finance	3
MGMT 302	Undergraduate Business Field Study I	3
MGMT 403	Business Field Study II	3
MGMT 414	Management Analytics	3
MGMT 416	Applied Entrepreneurship	3
Electives (15 Credits)		
Student may take electives as approved by the Department Advisor in general business, or across disciplines including but not limited to courses from Economics, Finance, Accounting, Marketing, Computer Science, Political Science, Geoscience, or group classes for a Minor or Double Major.		
General Education (45 Credits)		
MATH 164	Pre-Calculus for Business Students	4
or ECON 221	Analytics For Business and Economics	
ECON 207	Principles of Economics:Macro	3
ECON 208	Principles of Economics:Micro	3

Freshman

Semester 1		Credits
ENGL 101 or ESL 101	English Composition I [3] or English Composition I for English as a Second Language Students	4-6
MATH 164 or ECON 221	Pre-Calculus for Business Students [1, 4] or Analytics For Business and Economics	3-4
General Education Tier I Course		3
General Education Tier I Course		3
	Credits	13-16

Semester 2		
ENGL 102 or ESL 102	English Composition II [3] or	4-6
MGMT 211	Principles of Management	3
General Education Tier I Course		3
Elective Course		3
	Credits	13-15

Sophomore

Semester 1		
MGMT 241	Global Business [1]	3
ECON 207	Principles of Economics:Macro [1]	3
MGMT 225	Business Enterprise Applications [1]	3
ACCT 251	Financial Accounting [1]	3
General Education Tier I Course		3
	Credits	15

Semester 2		
ECON 208	Principles of Economics:Micro [1]	3
ECON 203	Business Statistics	3
ACCT 252	Management Accounting [2]	3
General Education Tier II Course		3
General Education Tier II Course		3
	Credits	15

Junior

Semester 1		
MGMT 251	Operations and Project Management Fundamentals [1]	3
MGMT 235	Business Law I: Legal Environment of Business	3
MGMT 230	Business Communications Essentials	3
MGMT 323	Legal Issues in Entrepreneurship, Small and Medium-Sized Business	3
General Education Tier II Course		3
	Credits	15

Semester 2		
MKTG 231	Principles of Marketing [1]	3
FINC 371	Managerial Finance [1]	3
MGMT 315	Business Design and Innovation	3
General Education Tier III Capstone Course		3
Elective/Minor Course		3
	Credits	15

Senior

Semester 1

FINC 370	Entrepreneurial Finance	3
MGMT 302	Undergraduate Business Field Study I	3
MGMT 414	Management Analytics	3
MGMT 411	Business Policy [1]	3
Elective/Minor Course		3
	Credits	15

Semester 2

MGMT 403	Business Field Study II	3
MGMT 416	Applied Entrepreneurship	3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		3
	Credits	18
	Total Credits	119-124

[1] School of Business Requirement

[2] Major Requirement

[3] Students who take English Composition I and II for English as a Second Language (ESL 101 and ESL 102) complete these in place of ENGL 101 and 102 but have fewer free elective credits as a result

[4] Students who completed Pre-Calculus for Business as MATH 1165 (3 credits) use this in place of MATH 164 and have one more free elective credit as a result.

[1] School of Business Requirement

[2] Major Requirement

Student Learning Outcomes

Upon completion of the Bachelor of Science in Entrepreneurship program, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.
8. Demonstrate innovative or entrepreneurial thinking in approach to management decisions.