Bachelor of Science in Business Entrepreneurship Track

Pre-major Courses
Calculus sequence: MATH 141-143 or MATH 161-162

Core Courses (9)
Statistics: ECON 230, STAT 213, or MATH 203 preferred
ECON 108: Principles of Economics
ECON 207: Intermediate Microeconomics
ACC 201: Financial Accounting
FIN 205: Financial Management
MKT 203: Principles of Marketing
CIS 220: Business Information Systems
BUS 221: Operations and Strategy
STR 203: Economic Theory of Organization

Entrepreneurship Track (6)
ENT 101: Introduction to Entrepreneurship
ENT 223: Planning & Growing Business Ventures or ENT 225: Technical Entrepreneurship

Electives (select 4)
ACC 221: Managerial Accounting
BUS 118: Business Ethics
BUS 201: Impactful Presentations or BUS 210: Art of Pitching
BUS 217: Business Leadership
BUS 241: Boom, Bust, & Bubbles
BUS 389: Business Research
CIS 211: Business Modeling with Excel
ENT 227: Fundamentals of Social Entrepreneurship
FIN 213: Corporate Finance
FIN 233: Mergers & Acquisitions
FIN 241: Real Estate Principles
FIN 246: Cryptocurrencies, Blockchain, & FinTech
LAW 205: Business Law: Contracts & Legal Entities
LAW 250: Business Law: Transactions & Other Topics
MKT 212: Marketing Research & Analytics
MKT 213: Marketing Projects & Cases
MKT 233: Advertising & Social Media
MKT 235: Product & Brand Strategy
MKT 237: Digital Marketing Strategy
PSCI 238: Business & Politics
PSCI 244: Politics & Markets
SOCI 210: Silicon Valley and Its Networks
STR 221: Business Strategy
STR 241: Pricing Strategy

Note: You can take track courses before completing the core as long as prerequisites are met.

Study Abroad
Plan ahead and meet with Education Abroad.

Internship & Career Preparation
Career destination is a combination of academic, co-curricular, and career interests. To explore different opportunities, visit the Greene Center.

Did You Know?
MATH 141-143/MATH 161-162 and STAT 213/ECON 230 also satisfies your natural science cluster (Math & Statistics - N1MTH013).