

# B.B.A. IN ENTREPRENEURSHIP

## Overview

Major Area of Specialization in Entrepreneurship (People & Society)

The Entrepreneurship major prepares Miami Herbert Business School students to engage in the process of value creation, regardless of organizational context. Students will develop a holistic view of organizational creation and change that is applicable to either starting a new venture (for profit or nonprofit), or working effectively within an existing organization.

## Curriculum Requirements

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BBA in Entrepreneurship must complete the BBA Business Core and the specific coursework for the Entrepreneurship major area of specialization as follows:

| Code                                                                    | Title                                                                                                                 | Credit Hours |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------|
| <b>University General Education Requirements <sup>1, 2</sup></b>        |                                                                                                                       |              |
| ENG 105                                                                 | English Composition I                                                                                                 | 3            |
| ENG 106                                                                 | English Composition II <sup>3</sup>                                                                                   | 3            |
| UMX 100                                                                 | The University of Miami Experience                                                                                    | 0            |
| Arts and Humanities Cognate Courses                                     |                                                                                                                       | 9            |
| STEM Cognate Courses                                                    |                                                                                                                       | 9            |
| <b>Electives</b>                                                        |                                                                                                                       | <b>20</b>    |
| <b>BBA Business Core Requirements <sup>1</sup></b>                      |                                                                                                                       |              |
| ACC 211                                                                 | Principles of Financial Accounting                                                                                    | 3            |
| ACC 212                                                                 | Managerial Accounting                                                                                                 | 3            |
| BSL 212                                                                 | Introduction to Business Law and Ethics                                                                               | 3            |
| BTE 210                                                                 | Fundamentals of Business Technology and Innovation                                                                    | 3            |
| BUS 150                                                                 | Business Analytics                                                                                                    | 3            |
| BUS 300                                                                 | Critical Thinking and Persuasion for Business <sup>3</sup>                                                            | 3            |
| ECO 211                                                                 | Principles of Microeconomics (Microeconomics)                                                                         | 3            |
| ECO 212                                                                 | Principles of Macroeconomics (Macroeconomics)                                                                         | 3            |
| FIN 302                                                                 | Fundamentals of Finance                                                                                               | 3            |
| MAS 110                                                                 | Quantitative Applications in Business (Minimum grade of C- required)                                                  | 3            |
| or MTH 161                                                              | Calculus I                                                                                                            |              |
| MAS 201                                                                 | Introduction to Business Statistics (Minimum grade of C- required)                                                    | 3            |
| MAS 202                                                                 | Intermediate Business Statistics                                                                                      | 3            |
| MGT 100                                                                 | Managing for Success in the Global Environment                                                                        | 3            |
| MGT 199                                                                 | Professional Development and Success in the Workplace (or other approved Miami Herbert Business School career course) | 1            |
| or BUS 211                                                              | Professional Development for Finance and Accounting                                                                   |              |
| MGT 303                                                                 | Operations Management                                                                                                 | 3            |
| MGT 304                                                                 | Organizational Behavior                                                                                               | 3            |
| MGT 401                                                                 | Strategic Management (must be taken in the final semester)                                                            | 3            |
| MKT 201                                                                 | Foundations of Marketing                                                                                              | 3            |
| or MKT 301                                                              | Marketing Foundations                                                                                                 |              |
| <b>Major Area of Specialization in Entrepreneurship <sup>4, 5</sup></b> |                                                                                                                       |              |
| FIN 308                                                                 | Intermediate Financial Management for Entrepreneurs (pre-requisite FIN 302)                                           | 3            |
| MGT 253                                                                 | Introduction to Entrepreneurship                                                                                      | 3            |
| MGT 354                                                                 | Growing the New Venture                                                                                               | 3            |
| MGT 455                                                                 | Entrepreneurial Consulting                                                                                            | 3            |
| MKT 340                                                                 | Professional Selling (pre-requisite MKT 201 or MKT 301)                                                               | 3            |
| MKT 385                                                                 | Marketing for Entrepreneurs (pre-requisite MKT 201 or MKT 301)                                                        | 3            |

| Major Choice Courses - Select two courses (6 credit hours) from the following: |                                                                                                                               | 6          |
|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------|
| BSL 324<br>or MGT 324                                                          | Negotiation<br>Negotiation Strategies                                                                                         |            |
| BSL 424                                                                        | Intellectual Property Law                                                                                                     |            |
| BSL 435                                                                        | Law of Entrepreneurship                                                                                                       |            |
| BTE 320                                                                        | Programming: Fundamentals and Algorithms                                                                                      |            |
| BTE 324                                                                        | Object-Oriented Programming                                                                                                   |            |
| BTE 389                                                                        | Launching HighTechnology Ventures                                                                                             |            |
| BTE 524                                                                        | Mobile Apps Development                                                                                                       |            |
| FIN 320                                                                        | Investment and Security Markets                                                                                               |            |
| FIN 410                                                                        | Financial Institutions and Markets                                                                                            |            |
| FIN 425                                                                        | Business and Security Valuation                                                                                               |            |
| MGT 251                                                                        | Nature and Foundations of Entrepreneurship                                                                                    |            |
| MGT 349                                                                        | International Business                                                                                                        |            |
| MGT 357                                                                        | Entrepreneurship Simulation Experience: Inside the Mind of the Entrepreneurial CEO                                            |            |
| MGT 360                                                                        | Effective Leadership (pre-requisite MGT 304)                                                                                  |            |
| MGT 440                                                                        | Families in Business                                                                                                          |            |
| MGT 445                                                                        | Supply Chain Modeling and Analysis (pre-requisite MGT 303)                                                                    |            |
| MGT 446                                                                        | Supply Chain Strategy (pre-requisite MGT 303)                                                                                 |            |
| MGT 498                                                                        | Special Topics in Management (such as: Ideation Practicum; Social Entrepreneurship; Legal/Financial Issues for Entrepreneurs) |            |
| MKT 302                                                                        | Marketing Research and Market Analysis                                                                                        |            |
| MKT 310                                                                        | Consumer Behavior and Marketing Strategy                                                                                      |            |
| MKT 320                                                                        | Retailing                                                                                                                     |            |
| MKT 380                                                                        | New Product Development                                                                                                       |            |
| MKT 387                                                                        | Digital Marketing                                                                                                             |            |
| MKT 388                                                                        | Health Care Marketing                                                                                                         |            |
| MKT 389                                                                        | Digital Media Metrics                                                                                                         |            |
| <b>Total Credit Hours</b>                                                      |                                                                                                                               | <b>120</b> |

- 1 **NOTE:** ENG 105 and ENG 106 , or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.
- 2 At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the Vice Dean for Undergraduate Business Education.
- 3 Students who do not earn at least a C- in ENG 106 must either repeat ENG 106 and earn at least a C- or complete ENG 230 with at least a C- before enrolling in BUS 300.
- 4 All specific coursework for the major area of specialization in Entrepreneurship must be completed with a grade of "C" or higher. A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization. All courses must be taken within the current pre-requisite structure.
- 5 No one course may be applied toward more than one major and/or minor area of specialization in the Department of Management.

## Sample Plan of Study

This Sample Plan of Study represents one possible version of a new freshman Business student's 8-semester plan. The individual student's plan may vary depending upon the initial placement into English Composition and mathematics. Moreover, numerous plan variations are possible if a student enters the University with advanced college credits, wishes to participate in study abroad, chooses a special program option, or selects additional majors or minors.

Note that each major/minor at the University of Miami satisfies a particular "Area of Knowledge" within the general education requirements of the University. This means that it is possible to pursue two majors or a major and a minor within the Miami Herbert Business School and fulfill both the STEM and People and Society Areas of Knowledge; a separate cognate in these areas would not be required. The only remaining general education Area of Knowledge would be Arts and Humanities, which must be completed through a major, minor, or cognate outside of the Business School.

Students construct their individualized plans in collaboration with their assigned academic advisor.

| <b>Freshman Year</b>               |                                                        | <b>Credit Hours</b> |
|------------------------------------|--------------------------------------------------------|---------------------|
| <b>Fall</b>                        |                                                        |                     |
| ECO 211                            | Principles of Microeconomics                           | 3                   |
| ENG 105                            | English Composition I                                  | 3                   |
| MAS 110 or MTH 161                 | Quantitative Applications in Business<br>or Calculus I | 3                   |
| MGT 100                            | Managing for Success in the Global Environment         | 3                   |
| MKT 201                            | Foundations of Marketing                               | 3                   |
| UMX 100                            | The University of Miami Experience                     | 0                   |
| <b>Credit Hours</b>                |                                                        | <b>15</b>           |
| <b>Spring</b>                      |                                                        |                     |
| BSL 212                            | Introduction to Business Law and Ethics                | 3                   |
| ECO 212                            | Principles of Macroeconomics                           | 3                   |
| ENG 106                            | English Composition II                                 | 3                   |
| MAS 201                            | Introduction to Business Statistics                    | 3                   |
| Arts and Humanities Cognate Course |                                                        | 3                   |
| <b>Credit Hours</b>                |                                                        | <b>15</b>           |
| <b>Sophomore Year</b>              |                                                        |                     |
| <b>Fall</b>                        |                                                        |                     |
| ACC 211                            | Principles of Financial Accounting                     | 3                   |
| BUS 150                            | Business Analytics                                     | 3                   |
| MAS 202                            | Intermediate Business Statistics                       | 3                   |
| MGT 304                            | Organizational Behavior                                | 3                   |
| Arts and Humanities Cognate Course |                                                        | 3                   |
| <b>Credit Hours</b>                |                                                        | <b>15</b>           |
| <b>Spring</b>                      |                                                        |                     |
| ACC 212                            | Managerial Accounting                                  | 3                   |
| BTE 210                            | Fundamentals of Business Technology and Innovation     | 3                   |
| BUS 300                            | Critical Thinking and Persuasion for Business          | 3                   |
| FIN 302                            | Fundamentals of Finance                                | 3                   |
| MGT 199                            | Professional Development and Success in the Workplace  | 1                   |
| MGT 253                            | Introduction to Entrepreneurship                       | 3                   |
| <b>Credit Hours</b>                |                                                        | <b>16</b>           |
| <b>Junior Year</b>                 |                                                        |                     |
| <b>Fall</b>                        |                                                        |                     |
| MGT 303                            | Operations Management                                  | 3                   |
| MGT 354                            | Growing the New Venture                                | 3                   |
| MKT 340                            | Professional Selling                                   | 3                   |
| STEM Cognate Course                |                                                        | 3                   |
| Elective                           |                                                        | 3                   |
| <b>Credit Hours</b>                |                                                        | <b>15</b>           |
| <b>Spring</b>                      |                                                        |                     |
| FIN 308                            | Intermediate Financial Management for Entrepreneurs    | 3                   |
| MKT 385                            | Marketing for Entrepreneurs                            | 3                   |
| Arts and Humanities Cognate Course |                                                        | 3                   |
| STEM Cognate Course                |                                                        | 3                   |
| Elective                           |                                                        | 3                   |
| <b>Credit Hours</b>                |                                                        | <b>15</b>           |
| <b>Senior Year</b>                 |                                                        |                     |
| <b>Fall</b>                        |                                                        |                     |
| Entrepreneurship Major Choice      |                                                        | 3                   |

|                               |                            |            |
|-------------------------------|----------------------------|------------|
| Entrepreneurship Major Choice |                            | 3          |
| STEM Cognate Course           |                            | 3          |
| Elective                      |                            | 3          |
| Elective                      |                            | 3          |
|                               | <b>Credit Hours</b>        | <b>15</b>  |
| <b>Spring</b>                 |                            |            |
| MGT 401                       | Strategic Management       | 3          |
| MGT 455                       | Entrepreneurial Consulting | 3          |
| Elective                      |                            | 3          |
| Elective                      |                            | 3          |
| Elective                      |                            | 2          |
|                               | <b>Credit Hours</b>        | <b>14</b>  |
|                               | <b>Total Credit Hours</b>  | <b>120</b> |

## Mission

- To develop innovative ideas and principled leaders that transform global business and society.

## Goals

- The development of critical thinking skills to evaluate decision choices, challenges, and issues confronting managers today;
- The improvement of interpersonal skills and learning to work effectively in teams; and
- An understanding of the tools, methods, and procedures used to successfully lead people and organizations.

## Student Learning Outcomes

- BBA/BSBA graduates will be critical thinkers, able to select and apply appropriate models, tools, and techniques, and frameworks to enable them to render analytically sound business decisions.
- BBA/BSBA graduates will be able to identify, analyze and resolve ethical issues in business scenarios.
- BBA/BSBA graduates will demonstrate professional written communication skills.