B.S.B.A. IN ENTREPRENEURSHIP

Overview

Major Area of Specialization in Entrepreneurship (People & Society)

The Entrepreneurship major prepares University of Miami Business School students to engage in the process of value creation, regardless of organizational context. Students pursuing this major 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 BSBA in Entrepreneurship must complete the BSBA Business Core and the specific coursework for the Entrepreneurship major area of specialization as follows:

Code	Title	Credit Hours
General Education Requirements [1, 2]		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106	First-Year Writing II [3]	3
or ENG 106	Writing About Literature and Culture	
Quantitative Skills:		
MTH 161	Calculus I (fulfilled through the BSBA business core)	
Areas of Knowledge:		
Arts and Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
Additional Requirements		
UMX 100	The University of Miami Experience	0
Electives		**9**
BSBA Business Core Requirements [1]		
ACC 211	Principles of Financial Accounting	3
or ACC 221	Accelerated Principles of Financial Accounting	
ACC 212	Managerial Accounting	3
or ACC 222	Accelerated Managerial Accounting	
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
BTE 320	Python Programming: Fundamentals and Algorithms	3
BUS 150	Business Analytics	3
BUS 300	Critical Thinking and Persuasion for Business [3]	3
ECO 211	Principles of Microeconomics	3
ECO 212	Principles of Macroeconomics	3
FIN 302	Fundamentals of Finance	3
MAS 311	Applied Probability and Statistics (minimum grade of C- required)	3
MAS 312	Statistical Methods and Quality Control	3
MTH 161	Calculus I (minimum grade of C- required; fulfills Quantitative Skills Requirement)	4
MTH 162	Calculus II	4
MGT 100	Managing for Success in the Global Environment	3
MGT 199	Professional Development and Success in the Workplace (or other approved University of Miami 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 (taken in the final semester)	3

MKT 201	Foundations of Marketing	3
or MKT 301	Marketing Foundations	
Quantitative Choice - Select one of these suggested courses approved by the Associate Dean of Undergraduate Studies - check pre-requisites:		3
BTE 324	Object-Oriented Programming (may not double count for both the quantitative elective and ENTR major elective)	
BTE 423	Database Management Systems	
ECO 430	Applied Econometrics	
ECO 510	Mathematical Economics and Applications	
MAS 342	Introduction to Optimization and Decision Making	
MAS 442	Stochastic Models in Operations Research	
MAS 547	Computer Simulation Systems	
MGT 445	Supply Chain Modeling and Analysis (may not double count for both the Quantitative Choice and ENTR major choice unless ENTR is an additional major)	
MGT 446	Supply Chain Strategy (may not double count for both the Quantitative choice and ENTR major choice unless ENTR is an additional major)	
Major Area of Specialization in Entrepreneurship [4,5]		
FIN 308	Intermediate Financial Management for Entrepreneurs (pre-requisite FIN 302) [6]	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	Negotiation	
or MGT 324	Negotiation Strategies	
BSL 424	Intellectual Property Law	
BSL 435	Law for Entrepreneurs	
BTE 324	Object-Oriented Programming	
BTE 389	Launching HighTechnology Ventures	
FIN 320	Investment and Security Markets	
FIN 410	Financial Institutions and Markets	
FIN 425	Business and Security Valuation	
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 402	Out of This World Entrepreneurship	
MGT 432	AI-Powered Strategy: Redefining Business Models	
MGT 440	Families in Business	
MGT 445	Supply Chain Modeling and Analysis (pre-requisite MGT 303) [7]	
MGT 446	Supply Chain Strategy (pre-requisite MGT 303) [7]	
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	
Total Credit Hours		**120**

1 **NOTE**: WRS 105 and WRS 106 or ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. MTH 161 or its equivalent must be completed **prior to** the 5th semester of coursework. All courses must be taken within the current prerequisite structure. Each course may satisfy a requirement in only one major or minor area of specialization or cognate (i.e., no double counting).

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 Associate Dean of Undergraduate Studies.

3 Students who do not earn at least a C- in WRS 106 or ENG 106 must either repeat WRS 106 or ENG 106 and earn at least a C- or complete WRS 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.

5 No one course may be applied toward more than one major and/or minor area of specialization in the Department of Management.

6 Students who have already earned credit for FIN 303 should not take FIN 308. They should consult their Cane Navigator for other options.

7 These courses may only double count as a Quantitative Choice course if Entrepreneurship is an additional major.

Sample Plan of Study

This Sample Plan of Study represents one possible version of a new first-year 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 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 is 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 Cane Navigator.

Freshman Year		
Fall		**Credit Hours**
ECO 211	Principles of Microeconomics	3
MGT 100	Managing for Success in the Global Environment	3
MKT 201	Foundations of Marketing	3
MTH 161	Calculus I	4
WRS 105	First-Year Writing I	3
UMX 100	The University of Miami Experience	0
	Credit Hours	**16**
Spring		
BUS 150	Business Analytics	3
ECO 212	Principles of Macroeconomics	3
MTH 162	Calculus II	4
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
Arts and Humanities Cognate Course		3
	Credit Hours	**16**
Sophomore Year		
Fall		
ACC 211	Principles of Financial Accounting	3
BSL 212	Introduction to Business Law and Ethics	3
BTE 210	Fundamentals of Business Technology and Innovation	3
MAS 311	Applied Probability and Statistics	3
Arts and Humanities Cognate Course		3
	Credit Hours	**15**

Spring		
ACC 212	Managerial Accounting	3
BUS 300	Critical Thinking and Persuasion for Business	3
FIN 302	Fundamentals of Finance	3
MAS 312	Statistical Methods and Quality Control	3
MGT 199	Professional Development and Success in the Workplace	1
MGT 253	Introduction to Entrepreneurship	3
	Credit Hours	**16**
Junior Year		
Fall		
MGT 303	Operations Management	3
MGT 354	Growing the New Venture	3
MKT 340	Professional Selling	3
Arts and Humanities Cognate Course		3
STEM Cognate Course		3
	Credit Hours	**15**
Spring		
BTE 320	Python Programming: Fundamentals and Algorithms	3
FIN 308	Intermediate Financial Management for Entrepreneurs	3
MGT 304	Organizational Behavior	3
MKT 385	Marketing for Entrepreneurs	3
STEM Cognate Course		3
	Credit Hours	**15**
Senior Year		
Fall		
Entrepreneurship Major Choice		3
Entrepreneurship Major Choice		3
Quantitative Choice Course		3
STEM Cognate Course		3
Elective		3
	Credit Hours	**15**
Spring		
MGT 401	Strategic Management	3
MGT 455	Entrepreneurial Consulting	3
Elective		3
Elective		3
	Credit Hours	**12**
	Total Credit Hours	**120**

Additional Major Requirements

Students pursuing the BSBA with an additional major area of specialization in Entrepreneurship must complete the BSBA Business Core and the specific coursework for the Entrepreneurship major area of specialization. Only students pursuing the BSBA degree at the University of Miami Business School are eligible to select this as an additional major.

Code	Title	Credit Hours
Major Area of Specialization in Entrepreneurship - Additional major for BSBA students [1, 2]		
FIN 308	Intermediate Financial Management for Entrepreneurs (pre-requisite FIN 302) [3]	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	Negotiation	
or MGT 324	Negotiation Strategies	
BSL 424	Intellectual Property Law	
BSL 435	Law for Entrepreneurs	
BTE 324	Object-Oriented Programming	
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FIN 320	Investment and Security Markets	
FIN 410	Financial Institutions and Markets	
FIN 425	Business and Security Valuation	
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 402	Out of This World Entrepreneurship	
MGT 432	AI-Powered Strategy: Redefining Business Models	
MGT 440	Families in Business	
MGT 445	Supply Chain Modeling and Analysis (pre-requisite MGT 303) [4]	
MGT 446	Supply Chain Strategy (pre-requisite MGT 303) [4]	
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	
Total Credit Hours		**24**

1 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.

2 No one course may be applied toward more than one major and/or minor area of specialization in the Department of Management. Each course may satisfy a requirement in only one major or minor area of specialization or cognate (i.e., no double counting).

3 Students who have already earned credit for FIN 303 should not take FIN 308. They should consult their Cane Navigator for other options.

4 These courses may only double count as a Quantitative Choice course if Entrepreneurship is an additional major.

Mission

- Prepare impactful principled leaders guided by renowned faculty and shaped by the vibrancy of Miami and beyond.

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.
- BSBA graduates will have strong technical skills.