

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN ENTREPRENEURSHIP

Each BBA degree consists of:

- the University Core Curriculum
- the Business Core ¹
- courses required for the major
- a speech communications course (BUAD 2321 or COMS 2382) that also satisfies a University core requirement
- a computer literacy course (BUAD 1305 or CSTE 1330)
- elective(s)

Note: Transfer students must take at least 50% of the required business curriculum for the BBA in residence at Sam Houston State University, which may include courses taken at The Woodlands Center campus or through SHSU Online.

¹ The Business Core is made up of the following courses:

Code	Title	Hours
ACCT 2301	Principles of Financial Acc	3
ACCT 2302	Principles of Managerial Acc	3
BANA 2372	Business Analysis	3
BANA 3363	Inter Business Analysis	3
BUAD 2301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles Of Macroeconomics	3
ECON 2302	Principles Of Microeconomics ¹	3
ECON 3000-4000 level ²		
FINC 3320	Business Finance	3
MGIS 3310	Principles of MIS	3
MGMT 3310	Principles Of Management	3
MGMT 3370	Operations Management	3
MGMT 4390	Strategic Management & Policy	3
MKTG 3310	Principles Of Marketing	3

¹ Satisfies a University core requirement

² Specific course may be specified by the major.

Degree Plan

Code	Title	Hours
Bachelor of Business Administration, Major in Entrepreneurship		
Core Curriculum (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/)		
Component Area I (Communication)		6
Component Area II (Mathematics)		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture)		3
Component Area V (Creative Arts)		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences)		3
Component Area IX (Component Area Option)		4

First Year

Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
ECON 1100, KINE 2115, NGLI 1101, or MCOM 1130 ¹		1 Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
ENGL 1301 ²		3 BUAD 1305 or CSTE 1330	3
HIST 1301 ³		3 ENGL 1302 ²	3
MATH 1324 ⁴		3 HIST 1302 ³	3
		14	16

Second Year

Fall	Hours	Spring	Hours
Component Area IV (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv)		3 ACCT 2302	3
ACCT 2301		3 BANA 2372	3
BUAD 2301		3 BUAD 2321 or COMS 2382 ¹	3
ECON 2302		3 ECON 2301 ⁶	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
		15	15

Third Year

Fall	Hours	Spring	Hours
Business Elective (select from list below)		3 ACCT 3304	3
BANA 3363		3 BUAD 3335	3
FINC 3320		3 BUAD 3345	3
MGMT 3310		3 BUAD 3355	3
MKTG 3310		3 MGIS 3310	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
BUAD 4345		3 BUAD 4348	3
Business Elective (select from list below)		3 Business Elective (select from list below)	3
ECON Elective (select any 3000- or 4000-level)		3 Elective	3
FINC 4315		3 MGMT 3348	3
MGMT 3370		3 MGMT 4390	3
		15	15

Total Hours: 120

- ¹ Satisfies requirement for Core Curriculum Component Area IX (Component Area Option).
² Satisfies requirement for Core Curriculum Component Area I (Communication).
³ Satisfies requirement for Core Curriculum Component Area VI (U.S. History).
⁴ Satisfies requirement for Core Curriculum Component Area II (Mathematics).
⁵ Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).
⁶ Satisfies requirement for Core Curriculum Component Area VIII (Social and Behavioral Science).

Code	Title	Hours
Business Electives		
Select three of the following:		
ACCT 3313	Intermediate Accounting I	9

ACCT 3314	Intermediate Accounting II
ACCT 3324	Accounting Information Systems
ACCT 3347	Cost Accounting
ACCT 3353	Federal Taxation Concepts
BUAD 3360	Human Resources Mgt Law
BUAD 3365	Real Estate Law
BUAD 4325	Negotiation in Business
FINC 3310	Financial Inst & Mkts
FINC 3330	Financial Spreadsheet Modeling
FINC 4345	Investments
FINC 4390	Managerial Finance
MGIS 2320	Business System Implementation
MGIS 3320	E-Commerce Implementation
MGIS 3330	Business Database Management
MGMT 3325	New Product Commercialization
MGMT 3327	Mgt of Innovation & Technology
MGMT 3330	Human Resource Management
MGMT 3372	Supply Chain Management
MGMT 4325	Family Business Management
MGMT 4327	Corporate Entrepreneurship
MGMT 4335	Mgt & Labor Relations
MGMT 4345	Social Respon Of Management
MGMT 4355	Human Resource Development
MKTG 3320	Consumer Behavior
MKTG 3335	Retailing
MKTG 3360	Supply Chain Management
MKTG 3370	Mkt Comm Promotional Strategy
MKTG 4330	Sales Management
MKTG 4350	Marketing Research

Total Hours

9

The BBA in Entrepreneurship is designed to provide graduates with the following marketable skills:

- Ability to assess and provide evidence that business ideas are viable, desirable, and feasible to gain buy-in from investors and stakeholders.
- Apply entrepreneurial methods and tools to assess and refine new business ideas.
- Design value propositions and business models that support growth.
- Effectively and confidently communicate and pitch business ideas.