

# BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN ENTREPRENEURSHIP

Each BBA degree consists of:

- University Core Curriculum
- Business Core <sup>1</sup>
- Major Required courses
- Speech Communications course (BUAD 2321 or COMS 2382) that also satisfies a University Core requirement
- 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.

<sup>1</sup> The Business Core consists of the following courses:

Code	Title	Hours
<b>Business Core</b>		
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 <sup>1</sup>	3
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

<sup>1</sup> Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

## Degree Plan

Code	Title	Hours
<b>Bachelor of Business Administration, Major in Entrepreneurship</b>		
Core Curriculum ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/</a> )		
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**

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

**Second Year**

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

**Third Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
BANA 3363		3 ACCT 3304	3
Business Electives <sup>7</sup>		3 BUAD 3335	3
FINC 3320		3 BUAD 3345	3
MGMT 3310		3 BUAD 3355	3
MKTG 3310		3 MGIS 3310	3
		<b>15</b>	<b>15</b>

**Fourth Year**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
Advanced Business Electives		3 BUAD 4348	3
BUAD 4345		3 Business Electives <sup>7</sup>	3
Business Electives <sup>7</sup>		3 General Electives	3
FINC 4315		3 MGMT 3348	3
MGMT 3370		3 MGMT 4390	3
		<b>15</b>	<b>15</b>

**Total Hours: 120**<sup>1</sup> Satisfies requirement for Core Curriculum Component Area IX (Component Area Option).<sup>2</sup> Satisfies requirement for Core Curriculum Component Area I (Communication).<sup>3</sup> Satisfies requirement for Core Curriculum Component Area VI (U.S. History).<sup>4</sup> Satisfies requirement for Core Curriculum Component Area II (Mathematics).<sup>5</sup> Satisfies requirement for Core Curriculum Component Area VII (Political Science/Government).<sup>6</sup> Satisfies requirement for Core Curriculum Component Area VIII (Social and Behavioral Science).<sup>7</sup> Business courses include any courses with a ACCT, BANA, BUAD, ECON, FINC, MGIS, MGMT, or MKTG prefix. See, Business Electives course list below.

Code	Title	Hours
<b>Business Electives <sup>7</sup></b>		
Select three of the following:		9
ACCT 3313	Intermediate Accounting I	
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	
<b>Total Hours</b>		<b>9</b>

**Notes**

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

A minor is not required for this degree program; however, a student has the option to add a minor, but to do so additional semester credits hours will be needed above the degree program's stated total semester credit hours.

The following minors cannot be paired with this degree program: Minor in Entrepreneurship, Minor in General Business Administration.

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.