

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN ENTREPRENEURSHIP

Each BBA degree consists of:

- [University Core Curriculum](#) (MATH 1324 should be used to satisfy Core Component II)
- [Business Core \(see list below\)](#)
- [Computer Literacy course \(MGIS 1305 or CSTE 1330\)](#)
- [Major Required courses](#)
- [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.](#)

Additional information: Reference the Program Landing Page (<https://www.shsu.edu/programs/bachelor-of-business-administration-in-entrepreneurship/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

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) ¹		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) ²		3
Component Area IX (Component Area Option) ³		4
Degree Specific Requirements		
MATH 1324	Mathematics for Managerial Decision Making ¹	3
MGIS 1305 or CSTE 1330	Business Computer Applications Introduction to Computers	3
Business Core		
ACCT 2301	Principles of Financial Accounting	3
ACCT 2302	Principles of Managerial Accounting	3
BANA 2372	Business Analysis	3
BANA 3363	Inter Business Analysis	3
BUAD 3301	Business Legal Environment	3
BUAD 3335	Business Communication	3
ECON 2301	Principles Of Macroeconomics	3
ECON 2302	Principles Of Microeconomics ²	3
FINC 3320	Business Finance	3
MGIS 3310	Principles of Management Information Systems (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
Major: Foundation		
ACCT 3304	Managerial Accounting	3
BUAD 3345	Entrepreneurship I - Startup	3
BUAD 3355	Business Law	3
BUAD 4345	Entrepreneurship II - Growth	3

BUAD 4348	Entrepreneurship III - Cases	3
FINC 4315	Entrepreneurial and Small Firm Finance	3
MGMT 3348	Small Business Management	3
Major: Prescribed Electives		
Business Electives ⁴		9
Advanced Business Elective ⁵		3
Electives: General		
General Elective		3
Minor: Not Required ^{6, 7}		
Total Hours		120

¹ MATH 1324 is required for COBA and satisfies the Core Curriculum requirement for Component Area II (Mathematics).

² ECON 2302 is a Business Core course and should be taken to satisfy the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

³ BUAD 2321 or COMS 2382 is suggested to fulfill the three-hour credit of the Core Curriculum requirement for Component Area IX (Component Area Option). The following courses satisfy one credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option): ECON 1100, KINE 2115, MCOM 1130, NGLI 1101, or UNIV 1101.

⁴ Select three courses from the Business Electives course listing below.

⁵ Advanced Business Electives include any course with a/an ACCT, BANA, BUAD, ECON, FINC, MGIS, MGMT, or MKTG prefix (3000- or 4000- level).

⁶ 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 credit hours will be needed above the degree program's stated total semester credit hours.

⁷ The following minors cannot be paired with this degree program: Minor in Entrepreneurship, Minor in General Business Administration.

Code	Title	Hours
Business Electives ⁴		
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 Management Law	
BUAD 3365	Real Estate Law	
BUAD 4325	Negotiation in Business	
FINC 3310	Financial Institutions and Markets	
FINC 3330	Financial Spreadsheet Modeling	
FINC 4345	Investments	
FINC 4390	Managerial Finance	
MGIS 3315	Programming for Business	
MGIS 3320	E-Commerce Implementation	
MGIS 3330	Business Database Management	
MGMT 3325	New Product Commercialization	
MGMT 3327	Management of Innovation and Technology	
MGMT 3330	Human Resource Management	
MGMT 3372	Supply Chain Management	
MGMT 4325	Family Business Management	
MGMT 4327	Corporate Entrepreneurship	
MGMT 4335	Management and Labor Relations	
MGMT 4345	Social Responsibility of Management	
MGMT 4355	Human Resource Development	
MKTG 3320	Consumer Behavior	
MKTG 3335	Retailing	
MKTG 3360	Supply Chain Management	

MKTG 3370	Integrated Marketing Communication and Promotional Strategy	
MKTG 4330	Sales Management	
MKTG 4350	Marketing Research	
Total Hours		9

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.

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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 credit hours will be needed above the degree program's stated total semester credit hours.

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First Year

Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaaiii)		4 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaaiii)	4
Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) 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 ENGL 1302 ²	3
HIST 1301 ³		3 HIST 1302 ³	3
MATH 1324 ⁴		3 MGIS 1305	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/#componentareaiv)		3 Component Area IX (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix) ⁶	3
ACCT 2301		3 ACCT 2302	3
ECON 2301		3 BANA 2372	3
General Electives		3 ECON 2302 ⁷	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
		15	15

Third Year

Fall	Hours	Spring	Hours
BANA 3363		3 ACCT 3304	3
BUAD 3301		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 Advanced Business Elective ⁹	3
Business Electives ⁸		6 BUAD 4348	3
FINC 4315		3 Business Elective ⁸	3
MGMT 3370		3 MGMT 3348	3
		MGMT 4390	3
	15		15

Total Hours: 120

¹ The following courses satisfy one credit hour of the Core Curriculum requirement for Component Area IX (Component Area Option): ECON 1100, KINE 2115, MCOM 1130, NGLI 1101, or UNIV 1101.

² Satisfies Core Curriculum requirement for Component Area I (Communication).

³ Satisfies Core Curriculum requirement for Component Area VI (U.S. History).

⁴ MATH 1324 is required for COBA and satisfies the Core Curriculum requirement for Component Area II (Mathematics).

⁵ Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).

⁶ BUAD 2321 or COMS 2382 is suggested to fulfill the three-hour credit of the Core Curriculum requirement for Component Area IX (Component Area Option).

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MKTG 4330	Sales Management
MKTG 4350	Marketing Research
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The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

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.