

College of Business and Economics

Degrees Offered

Bachelor of Science in Business Administration

- Accounting
- Entrepreneurship and Innovation
- Finance
- General Business
- Global Supply Chain Management
- Hospitality and Tourism Management
- Management
- Management Information Systems
- Marketing

Bachelor of Science

- Economics

Area of Emphasis (AoE) in Entrepreneurship

The College offers an area of emphasis in Entrepreneurship to all majors in the College. Requirements for the area of emphasis are described in more detail in the Management section of the catalog.

Historical Background

The College of Business and Economics was founded in November of 1951 and graduated its first class in the spring of 1953. Since that time, the College has become one of the largest colleges at West Virginia University. In 1954, the College became fully accredited by The Association to Advance Collegiate Schools of Business (AACSB) International, the gold standard for business accreditation.

The College of Business and Economics building is located on the site of old Mountaineer Stadium on the downtown campus adjacent to historic Woodburn Hall. The four-story facility houses modern classrooms, including high technology distance-learning classrooms, auditoriums, state-of-the-art computer laboratories, and space for the College's research and service centers.

Mission

Through our people and our values, the WVU College of Business & Economics is committed to educate and transform our students, our state, and our world toward greater prosperity.

Vision

The WVU College of Business and Economics fosters a diverse and inclusive culture and builds business leaders while dedicating ourselves to excellence, innovation, and ethics. We catalyze interdisciplinary solutions that advance economic growth in the state of West Virginia, and beyond.

Goals

- Foster and advance the reputation of the College and its programs
- Recruit, retain, and graduate high-quality students
- Recruit and retain top-notch faculty and staff devoted to the land grant mission of the University and College
- Continually enhance the educational environment for student learning
- Promote discovery and exchange of knowledge and ideas
- Improve West Virginia's economic health and quality of life

Values

- SERVICE - We seek opportunities to serve others and are committed to providing the highest quality of service.
- CURIOSITY - We ask questions, seek new opportunities and change through innovation.
- RESPECT - We are respectful, transparent and inclusive with each other.
- ACCOUNTABILITY - We perform at our very best every day to create a University that is responsive, efficient and effective.
- APPRECIATION - We support and value each other's contributions as we build a community that is One WVU.

Statement of Quality

The faculty, staff, administrators, and student employees of the College of Business and Economics are committed to being responsive, sensitive, and understanding to the needs of the students and to the needs of each other. Our conduct shall be positive, professional, and supportive to all.

Accreditation

Business programs in the College of Business and Economics are accredited by The Association to Advance Collegiate Schools of Business (AACSB) International at the undergraduate and graduate levels. AACSB International accreditation assures students and prospective employers that our programs adhere to the highest standards of excellence in worldwide recognized business programs. The College has maintained full accreditation in the AACSB International since 1954.

Honor Societies

- Beta Gamma Sigma Honorary for Bachelor of Science in Business Administration candidates of all majors.
- Beta Alpha Psi for accounting, finance and management information systems majors.

Technology

The array of technology available to students in the College of Business and Economics is impressive. Through coursework, students develop skills with technology and its application to business. Business students have access to standard and specialized business software, e-mail, and Internet services through two computer labs in the Business and Economics building.

Students use the latest word processing, spreadsheet, database, and presentation software. Each student is encouraged to purchase a personal computer; special purchase plans are available through the WVU Technology Service Center. A wireless network provides Internet access from anywhere in the Business and Economics building to students with properly equipped laptop computers. In addition, all general-purpose classrooms have multimedia presentation capabilities, and the building houses two fully equipped distance-learning sites.

Careers

Students pursuing the degree of Bachelor of Science in Business Administration or Bachelor of Science in Economics who are not direct admitted to a major as a first-time freshman or first-time transfer may declare an academic major during the first semester of their sophomore year. Career opportunities for each major are indicated in the description of the major in later sections. All majors emphasize scholarly and professional education rather than training for a first position.

Student Organizations

- Accounting Club
- Alpha Kappa Psi
- Beta Alpha Psi
- Beta Gamma Sigma
- Business Ethics Club
- Delta Sigma Pi
- Economics Club
- Entrepreneurship Club
- Finance and Investment Club
- International Business Club
- MIS Association
- Marketing Club
- SHRM Club
- Supply Chain Management Association

Definition of Good Academic Standing

To remain in good academic standing with the College of Business and Economics a student must possess a minimum overall GPA of 2.0 and demonstrate reasonable progress toward completion of the degree requirements.

A minimum grade of C- is normally required in each of the prerequisite courses required for admission to the program or for enrollment in upper-division business (BCOR) or major core courses; however, some academic majors require heightened grade requirements in the prerequisite courses. Please see detailed information on prerequisite courses in the academic major sections that follow.

College of Business and Economics undergraduate students not direct admitted to a major as a first-time freshman or a first-time transfer normally apply for admission to an academic major at the beginning of the first semester of the sophomore year. Although a minimum overall GPA of 2.5 is required

for admission consideration (2.0 for majors in Entrepreneurship and Innovation, General Business, and Hospitality and Tourism Management), some academic majors may require a more competitive overall GPA. At the beginning of the semester in which students intend to complete the prerequisite courses, they will meet with their academic advisor to review the student's transcript to determine if all prerequisite courses have been taken with the required grade in order to move into the desired major. Once verified, the advisor will complete an Academic Status Update, declaring the student's major.

This publication was produced well in advance of the start of the academic year; therefore, students are advised to review current academic program requirements on the College's website.

Prerequisites for Non-Business and Economics Students

To enroll in any upper-division, undergraduate business course, excluding Business Administration (BUSA) and Entrepreneurship (ENTR) courses, non-business and economics undergraduate students must possess the overall GPA of at least 2.5 and have completed the prerequisite courses required for admission to the respective academic major. Accommodations will be granted after all declared majors have registered for the respective semester.

Recommended Business Courses for Non-Business and Economics Students

Students not intending to pursue a degree in the College of Business and Economics may earn a Minor in Business Administration by completing the following courses and meeting the requirements as stated below.

- BUSA 201 is offered in the fall, spring and summer.
- BUSA 202 is offered in the fall, spring and summer.
- BUSA 320 and BUSA 340 are offered in fall and summer.
- BUSA 310 and BUSA 330 are offered in spring and summer.
- To qualify for the Minor in Business Administration, a student must have earned a minimum grade of C- in each course.
- The minor is not available to any student seeking a Bachelor of Science degree awarded by the College of Business and Economics.

Classes Taken at Other Institutions

Business and economics majors may petition the College to complete upper-division business administration coursework out of residence, provided the courses are completed at other AACSB-accredited institutions. Courses must be approved by the dean or designee of the College before registering at another institution. Ordinarily, required business courses must be taken at WVU.

Upper level coursework in business will only be accepted in transfer from other AACSB-accredited institutions. Up to 15 hours of upper level coursework will be accepted in transfer. Students who have taken courses at non-AACSB-accredited institutions may petition to have their coursework accepted for degree credit. These courses will only be accepted as electives. Courses taken at two-year institutions will not be given upper level credit.

Maximum and Minimum Load

A minimum of twelve hours in a semester is required for full-time status in the College of Business and Economics. The maximum load is nineteen hours. Exceptions to the minimum or maximum load require approval of the student's academic advisor before registration. Students seeking to withdraw from individual courses must seek approval from their academic advisor whenever the remaining load falls below the required minimum, even though all other conditions supporting the request for the individual course withdrawal may be in order.

Undergraduate Advising

Eligible students are admitted into the College of Business and Economics through the Office of Undergraduate Programs and Advising, Room 358, Business and Economics Building. The telephone number is (304) 293-4959. Professional academic advisors assist students with academic planning and career counseling. Course registration and graduation certification are also administered by this office. Any student in the College in need of academic advising may make an appointment with an advisor upon request.

REGULATIONS AFFECTING DEGREE COMPLETION

Consistent with University requirements, a student has seven years from the first semester in the major to complete the requirements. After seven years, the student will have to meet the requirements of a later catalog that is no more than seven years old when the student completes his or her studies. With the consent of the student's advisor and dean, a student may choose to meet the conditions published in a later catalog.

Transfer or returning students who have upper-division business or economics coursework completed more than seven years prior must have that coursework evaluated by the College before the credit may apply to a bachelor of science degree awarded by the College.

Regarding pass-fail courses and grading, University regulations limit full-time students with a 2.0 GPA or higher to a maximum of four semester hours each term. Courses taken for pass-fail grading must be unrestricted (free) electives. The College permits pass-fail grading in business and economics courses only if the credit does not apply toward the 120 credit hours requirement.

Students are permitted to apply a maximum of six semester hours of Professional Field Experience (491) toward a business administration or economics degree. Some academic departments prohibit or limit the use of Professional Field Experience towards requirements in the major. Students should consult an academic advisor to ascertain how Professional Field Experience applies to a respective degree program.

A maximum of three semester hours of teaching practicum (490) in a discipline may be counted toward unrestricted (free) electives in a bachelor's degree program.

Students are required to complete their final 30 hours of study as a resident at the WVU main campus.

Multiple and Concurrent Bachelor's Degrees

If a student seeks to earn two bachelor's degrees simultaneously, and one of the two is the bachelor of science in business administration or the bachelor of science in economics, the student must meet all requirements leading to the undergraduate degree offered by the College of Business and Economics.

The student must complete all University GEF requirements, all College of Business and Economics core requirements, and must satisfy the course requirements of one of the College's curricula. (See Requirements for Degrees.) Students seeking to earn a Bachelor of Science in Business Administration or Bachelor of Science in Economics and another bachelor's degree simultaneously must earn a minimum of 150 hours.

International Opportunities

The College of Business and Economics offers students opportunities to provide an international dimension to their B.S. degree studies by participating in programs that include travel to places such as China, Italy, South America and the United Kingdom.

As an example, the China program, coordinated by the College's Center for Chinese Business, offers a maximum six-credit-hour program in international business with classes taught by WVU faculty on location in China. Attending the classes also will be Chinese executives who provide a rich perspective on their own country. The program includes corporate visits to American and Chinese companies as well as sightseeing trips to Tiananmen Square, the Great Wall, and the Forbidden City. Besides tuition, students pay a fee to cover their airfare, accommodations, some meals, and other expenses.

The Italy program is somewhat different. WVU participates in a consortium along with thirty-four schools for the purpose of providing international study opportunities for their students. The consortium's classes are held on a campus in Paderno del Grappa, Italy. Paderno is in northern Italy about thirty miles northwest of Venice. Students have the opportunity to attend either for a full semester or for a summer session. All classes are taught in English by faculty from the consortium universities with the students also being from the consortium member schools. Students who attend have the opportunity to take upper-division business, language, culture, and other specialized classes. Students pay tuition and fees as well as room and board to the consortium. The contact person for the Italy program is the College's coordinator of international studies.

ADMINISTRATION

DEAN

- Javier Reyes - Ph.D. (Texas A&M University)
Economics

ASSOCIATE DEAN, GRADUATE PROGRAMS & RESEARCH

- Mark Gavin - Ph.D. (Purdue University)
Organizational Behavior

ASSOCIATE DEAN, ACADEMIC AFFAIRS & UNDERGRADUATE PROGRAMS

- A. Graham Peace - Ph.D. (University of Pittsburgh)
Management Information Systems

ASSISTANT DEANS

- John Deskins - Ph.D. (University of Tennessee)
Assistant Dean for Outreach and Engagement
- Luke O'Connell
Assistant Dean of Development
- Linda Rudy
Assistant Dean for Finance and Administration
- Rebel Smith
Assistant Dean for Undergraduate Programs
- Elizabeth Vitullo - Ph.D. (West Virginia University)
Assistant Dean of Graduate Programs

Degree Designation Learning Goals

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBAD)

1. **Critical Thinking** - *Graduates will be able to think critically and determine appropriate actions.*

1. Students can define the problem by describing it (what is wrong in the present situation and identifying its source).
2. Students can establish criteria for a good solution to the problem.
3. Students can determine appropriate solutions for qualitative and quantitative problems.

2. **Teamwork** - *Graduates will be able to deal with the dynamics of individuals and teams within organizations.*

1. Students can identify characteristics of an effective team.
2. Students can identify characteristics of an effective goal.
3. Students can distinguish the basic conflict management styles.

3. **Global Awareness** - *Graduates will recognize the opportunities and challenges associated with the global marketplace.*

1. Students can objectively evaluate the foreign market potential for a product or service.
2. Students can recognize the implications of cross-cultural differences
3. Students can objectively evaluate and select appropriate global strategies for organizations.

4. **Ethics** - *Graduates will have an appreciation of the ethical, legal, and regulatory issues impacting the decision-making process.*

1. Students can identify an ethical dilemma.
2. Students can distinguish the components of a problem as ethical or legal.
3. Students can apply ethical principles to business situations.

5. **Communication** - *Graduates will be able to communicate recommendations to management and other constituencies.*

1. Students can effectively present material in written format.
2. Students can effectively communicate material and respond appropriately.

6. **Functional Knowledge** – *Graduates will be able to demonstrate and apply the basic concepts in each of the following areas: accounting, economics, finance, management, management information systems, and marketing.*

Accounting

1. Students use accounting terminology to communicate economic events to external stakeholders.
2. Students use accounting terminology to communicate economic events to internal stakeholders.

Economics

1. Students can use supply and demand to analyze how world events affect market equilibrium prices and quantities.
2. Students understand the theory of the firm and its implications for prices and production under different market structures.
3. Students understand the role of prices and profits and losses in coordinating economic activity.
4. Students can evaluate the efficiency of competitive market outcomes relative to alternative arrangements.
5. Students can explain how GDP, the unemployment rate, inflation, interest rates, and economic growth are measured, can distinguish between real and nominal variables, and can explain the significance of these measures.
6. Students understand and can analyze the determinants of long-run variations in national economic growth rates, wealth, and income.
7. Students understand and can analyze the determinants of short-run fluctuations of economic variables over the business cycle.
8. Students understand the goals and tools of monetary and fiscal policy.

Statistics

1. Students can organize and display data in a meaningful way and communicate its essential features using tables and charts.
2. Students can compute and interpret summary measures of data, especially measures of central tendency and dispersion.
3. Students understand the basics of probability and sampling distributions.
4. Students can conduct, understand and interpret confidence interval estimation and hypothesis testing.
5. Students can conduct, understand, and interpret correlation analysis and simple linear regression analysis.

Finance

1. Students can translate values across time.
2. Students can value common stock, bonds, and preferred stock.
3. Students can determine the cost of capital.
4. Students can make business decisions using a discounted cash flow model.

Management

1. Graduates can describe the characteristics of effective leaders
2. Graduates can identify and explain the four functions of management.
3. Graduates can explain the importance of an operations strategy in gaining a competitive strategy.
4. Graduates can describe the processes of competitive strategy formulation and implementation.

Management Information Systems

1. Students can identify types of information systems
2. Students can explain the value of information systems for organizations.
3. Students can demonstrate the ability to use appropriate IT applications, such as database and spreadsheet software.
4. Students can define the technical foundations of hardware, software, telecommunications, and data management.
5. Students can compare and contrast the methods by which information systems are created.

Marketing

1. Students explain core concepts related to the marketing functions of an organization.
2. Students can explain the marketing concept.
3. Students can explain the value of being a market-driven organization.
4. Students can describe the importance of customer behavior and marketing research in the marketer's decision-making process.
5. Students can apply the concepts of market segmentation, target marketing, and product positioning.

Admission to the College

The College of Business and Economics offers admission to eligible freshmen. Students interested in pursuing the degree of Bachelor of Science in Business Administration or the degree of Bachelor of Science in Economics are encouraged to apply to the University online at <http://apply.wvu.edu/>.

Admission for First Time Freshmen

The College of Business and Economics offers two different classifications of admission to first time freshmen. Students are eligible for direct admission to a major or general admission to Business. Students offered direct admission to a major may select from one of ten academic majors: Accounting, Economics, Entrepreneurship and Innovation, Finance, General Business, Global Supply Chain Management, Hospitality and Tourism Management, Management, Management Information Systems (MIS) or Marketing. Please review the table below to verify your admission eligibility.

1. **Direct Admission to Major** - 3.25 HS GPA, ACT Math score of 22 or SAT Math score of 570
2. **Admission to Business** - admitted to WVU with an ACT Math score of 19 or SAT Math score of 500

Students who take the ACT or SAT more than once should note that WVU superscores results. The highest ACT and SAT scores are combined to determine eligibility for admission. Students who satisfy the requirements for admission to WVU but not those stated above will be admitted to the Center for Learning, Advising, and Student Success until they are eligible for admission to the College of Business and Economics.

Admission for Transfer and International Students

All non-first time freshmen students are admitted into the College of Business and Economics based on the following criteria. Please review the table below to verify your admission eligibility.

1. Those with fewer than 24 hours must be eligible to start in Math 122 (ACT Math of 19 or SAT Math of 500 or have the appropriate ALEKS score), with a minimum GPA of 2.25
2. Those with 24-59 hours must be eligible to take College Algebra, with a minimum GPA of 2.25
3. Those with 60+ hours must be eligible to take Math 150, and have a minimum GPA of 2.25
4. Students who have taken College Algebra or Math 150 must have the minimum grade required by their major.

GPA calculation for admission is computed using all (transferable) baccalaureate coursework attempted at regionally accredited institutions. All students entering the College of Business and Economics who do not qualify for direct admission to a major as freshmen will declare their major once prerequisites have been met with the minimum required GPA for that major. International students who do not have an ACT or SAT score will be admitted to CLASS until the appropriate level of Math and minimum GPA of 2.25 is reached.

*These admissions requirements are effective for all newly admitted students in Fall 2017 and beyond.

Admission to Major and Eligibility to Enroll in Upper-Division Business Courses

Students are asked to refer to the individual major pages for admission to the major and eligibility to enroll in upper-division business courses.

Center for Career Development

The Center for Career Development helps students in their career development and job search efforts, while preparing them for the world of work through planning, reflection, skill development, and portfolio documentation.

The Center offers services that include:

- Facilitating employment interviews with corporate representatives from a wide range of firms
- Developing valuable internship opportunities
- Organizing and conducting workshops on developing necessary job-search skills
- Sponsoring corporate networking events
- Offering advice to help students clarify and achieve their career goals
- Publishing a weekly online newsletter with information about full-time and internship opportunities and current trends in the job market
- Organizing career fairs and networking events that enable students to interface with potential employers and explore career options

Visit our website at <http://be.wvu.edu/careers> for details.

Research and Outreach Centers

BUREAU OF BUSINESS AND ECONOMIC RESEARCH

Founded in 1949, the Bureau conducts basic research relating to the West Virginia economy. Active programs include:

- West Virginia Economic Outlook with short and long-term forecasts of the state and its regional economies
- West Virginia Public Policy Program with studies on state and local public finance and the implication of national policies on the state level
- Demographic Program with population projections and socioeconomic studies
- Industry Studies Program focuses on major industries including bio-science energy, chemicals, tourism, and the arts
- Target industry and labor market studies
- Strategic planning
- Statewide and regional economic outlook conferences and briefings
- Special studies for the executive and legislative branches of West Virginia government

Publications include:

- The West Virginia Business and Economic Review
- County Data Profiles
- Harrison County Economics Monitor
- The Morgantown MSA Economic Monitor

Undergraduate research assistants assist with many bureau studies. Visit our website at: <http://www.be.wvu.edu/bber> for details.

BRICKSTREET CENTER FOR INNOVATION AND ENTREPRENEURSHIP

Established in 2002, the Brickstreet Center for Innovation and Entrepreneurship serves the entire University community. The Center's mission is to promote entrepreneurship education that leads to economic development. In 2005, the Center launched a minor in entrepreneurship open to all non-College of Business and Economics majors. Additionally, the Center supports an Area of Emphasis (AoE) in Entrepreneurship offered to all majors within the College - more information may be found under the Management section of the catalog. The Center hosts the Statewide Collegiate Business Plan Competition in which teams of students from colleges and universities across West Virginia, with the help of trained professionals, develop business plans for their business ideas to be judged by a panel of experts. The winning team receives a grand prize consisting of seed money and business services to help start a new business in the state. Additionally, the Center sponsors an "App Challenge" in which students are given a business problem by an organization and must develop an application to solve the problem. Through partnerships, the Center also actively participates in an internship program that provides students with real world experience. The Center sponsors the Entrepreneurship Club and is actively involved in outreach promoting innovation and entrepreneurship across the state.

Visit our website at <http://be.wvu.edu/cie> for details.

CENTER FOR EXECUTIVE EDUCATION

The goal of the Center for Executive Education is to strengthen businesses, industry clusters, and individual leadership capacity by maximizing human capital. This is accomplished through the development and delivery of individualized executive education and experiential learning programs and comprehensive business services. The Center helps decision-makers from all industries become more dynamic leaders, more effective managers, and more valuable team members.

The Center uses College and University faculty, augmented by outside subject matter experts, to deliver high-quality programs and business services for businesses and industry clusters using state-of-the-art technology. Examples of business services include executive coaching, facilitation of strategic planning sessions, and mediation services.

Visit our website at <http://be.wvu.edu/execed> for details.

CENTER FOR CHINESE BUSINESS

The Center for Chinese Business was established at the West Virginia University College of Business and Economics in 1994 to provide international management education, business facilitation, and research services focused on countries throughout the world. Fostering close relationships among academia, business, and government in the United States and China, the Center focuses on furthering mutually beneficial enterprise.

The Center has formed many mutually advantageous partnerships with government, educational organizations, and businesses in which all parties have benefited from their participation. These partnerships include government entities such as the Tianjin Economic and Technological Development Area, Shanghai Organization Department, the Tianjin Finance Bureau, Shaanxi Provincial Government, West Virginia Development Office, and the West Virginia District Export Council. The Center has formed relationships with educational organizations such as the Shanghai University of Finance and Economics, the Shanghai Education Center for Administrators, the U.S. Department of Education, Sinyi Cultural Foundation, and Tianjin University of Finance and Economics.

Additionally, the Center has worked closely with many U.S. and Chinese companies such as Cisco Systems China, Baoshan Steel Group, Allegheny Wood Products, TRW Inc., Minsheng Bank, Development Dimensions International, Shanghai Airlines, and Kroll International.

Visit our website at <http://business.wvu.edu/centers/center-for-chinese-business> for details.

CENTER FOR FORENSIC BUSINESS STUDIES

The College of Business and Economics in collaboration with the WVU Forensic Science Institute offers several programs meeting the needs of the forensic community. These initiatives include:

- (1) The FORESIGHT Project which assists forensic science laboratories in standardizing definitions for performance metrics to evaluate work process while linking financial information to work tasks and functions.
- (2) The Forensic Management Academy which is a certificate program designed to provide forensic laboratory managers with contemporary business and leadership skills.
- (3) The Institute for Fraud Prevention (IFP) which is a coalition of industry leaders, law enforcement agencies, and academic institutions all working in concert to support multidisciplinary research and education on the prevention of fraud and corruption. The IFP's overarching goal is to improve the ability of business and government to combat fraud and corruption.
- (4) The Forensic Accounting and Fraud Examination Certificate (FAFE) program exposes students to practicing experts in addition to full-time faculty. The real world expertise brought to the classroom prepares students for successful careers.

Visit our website at <http://be.wvu.edu/fafe> for more details.

STUART M. AND JOYCE N. ROBBINS CENTER FOR GLOBAL BUSINESS AND STRATEGY 20/21

Through an endowment to the College of Business and Economics, the Stuart M. and Joyce N. Robbins Center for Global Business and Strategy 20/21 has been established. The mission of the Center is to support research, education, and outreach activities related to global business and strategy focusing on G-20 countries. Through the Center, the College has developed student and faculty exchanges with top universities in G-20 countries. For example, students may pursue studies at the University of Grenoble and University of Strasbuorg in France, The University of Münster in Germany and Fundação Getulio Vargas in Brazil to name just a few.

The Center is also responsible for developing stronger connections with international institutions and global business enterprises.

Visit our website at <http://be.wvu.edu/robbinscenter> for details.

Business Administration Minor

MINOR CODE - U039

A minimum grade of C- is required in all courses counting toward the minor in Business Administration. A student who has completed at WVU or who has received advanced standing for ACCT 201 Principles of Accounting may substitute the course for BUSA 202 Survey of Accounting.

Requirements		
BUSA 201	Survey of Economics	3
BUSA 202	Survey of Accounting	3
BUSA 310	Survey of Business Law	3
BUSA 320	Survey of Management	3
BUSA 330	Survey of Marketing	3
BUSA 340	Survey of Finance	3
Total Hours		18

The minors in Media Entrepreneurship, Business Administration and Entrepreneurship are mutually exclusive. A student is permitted to complete only one of the three minors.

* ECON 201 Principles of Microeconomics, ECON 202 Principles of Macroeconomics may replace BUSA 201 Survey of Economics for the minor in Business Administration.

Entrepreneurial Studies Minor

MINOR CODE - U135

A minimum grade of C is required in all courses counting toward the Minor in Entrepreneurship.

BUSA 201	Survey of Economics	3
BUSA 202	Survey of Accounting	3
BUSA 310	Survey of Business Law	3
ENTR 340	Survey of Entrepreneurship	3
ENTR 380	Survey of Business Planning	3
ENTR 300	Creativity and Idea Generation	3
Total Hours		18

The minors in Media Entrepreneurship, Business Administration and Entrepreneurship are mutually exclusive. A student is permitted to complete only one of the three minors.

* ECON 201 Principles of Microeconomics and ECON 202 Principles of Macroeconomics may replace BUSA 201 Survey of Economics for the minor in Entrepreneurship.