Entrepreneurship and Innovation, B.S.B.A.D.

Degree Offered

• Bachelor of Science in Business Administration

Nature of the Program

The Entrepreneurship and Innovation Major will prepare graduates for starting new ventures, as well as positions in organizations that propose, analyze, and implement entrepreneurial growth strategies. Through a flexible series of courses that emphasize both conceptual and hands-on/experiential learning, students will develop knowledge and skills that will provide them with a platform to start, run, and grow entrepreneurial enterprises. Career options for Entrepreneurship and Innovation Majors include:

• Business owner or operator
• Business or economic development
• Corporate innovation
• New product or service development
• Management consulting

FACULTY

CHAIR
• Michael F. Walsh - Ph.D. (University of Pittsburgh)

ASSISTANT PROFESSOR
• Ryan Angus - Ph.D. (University of Utah)

TEACHING ASSISTANT PROFESSOR
• Robert Waggoner - M.B.A. (University of Washington)
• Carrie White - J.D. (Duquesne University)

Admissions

For specific information regarding the admissions requirements for First Time Freshmen to the John Chambers College of Business and Economics, please visit http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext.

Students who are direct admitted to the major as first-time freshmen must possess an overall university GPA of at least 2.0 and have completed the course prerequisites listed in the table below with minimum grade of C-, unless otherwise noted, to be eligible to enroll in upper-division course work.

Students who are not direct admitted to the major (i.e. Business) will declare the major at the beginning of the semester in which they satisfy the course prerequisites listed below. Applicants also must possess an overall GPA of at least 2.0 to be considered for admission to the major.

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisite(s)</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting 1</td>
<td>3</td>
</tr>
<tr>
<td>BCOR 121</td>
<td>Introduction to Business Applications</td>
<td>2</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Microeconomics</td>
<td>6</td>
</tr>
<tr>
<td>ECON 202</td>
<td>and Principles of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>ECON 225</td>
<td>Elementary Business and Economics Statistics</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 211</td>
<td>Elementary Statistical Inference</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td>3-6</td>
<td></td>
</tr>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
<td></td>
</tr>
<tr>
<td>&amp; ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
<td></td>
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<tr>
<td>ENGL 103</td>
<td>Accelerated Academic Writing</td>
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<tr>
<td>Choose one of the following: a minimum of D- is needed in MATH 150, MATH 154, or MATH 155</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>MATH 124</td>
<td>Algebra with Applications</td>
<td></td>
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<tr>
<td>&amp; MATH 150</td>
<td>and Applied Calculus</td>
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Entrepreneurship and Innovation, B.S.B.A.D.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MATH 129 &amp; MATH 155</td>
<td>Pre-Calculus Mathematics and Calculus 1 *</td>
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<tr>
<td>MATH 150</td>
<td>Applied Calculus</td>
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<tr>
<td>MATH 153 &amp; MATH 154</td>
<td>Calculus 1a with Precalculus and Calculus 1b with Precalculus</td>
</tr>
<tr>
<td>MATH 155</td>
<td>Calculus 1 *</td>
</tr>
</tbody>
</table>

Total Hours 20-24

Students who are direct admitted to the major and meet the requirements listed above are guaranteed permission to enroll in upper-division course work. The Chambers College will accommodate as many majors as resources are available. Students who are denied admission to the major may apply for admission in a future application period or accept admission to an alternative major in the Chambers College.

* A minimum grade of D- in Math 150 or a higher level of college calculus satisfies the calculus requirement for admission to the program.

Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the Bachelor of Science in Business Administration in Entrepreneurship and Innovation (https://admissions.wvu.edu/academics/majors/entrepreneurship-and-innovation/) major.

ADMISSION REQUIREMENTS 2023-2024

The Admission Requirements above will be the same for the 2023-2024 Academic Year.

Major Code: 2162

Click here to view the Suggested Plan of Study (p. 4)

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (http://registrar.wvu.edu/gef/)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

General Education Foundations

<table>
<thead>
<tr>
<th>F1 - Composition &amp; Rhetoric</th>
<th>3-6</th>
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<tbody>
<tr>
<td>ENGL 101</td>
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</tr>
<tr>
<td>&amp; ENGL 102</td>
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<tr>
<td>or ENGL 103</td>
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</tbody>
</table>

F2A/F2B - Science & Technology 4-6

F3 - Math & Quantitative Reasoning 3-4

F4 - Society & Connections 3

F5 - Human Inquiry & the Past 3

F6 - The Arts & Creativity 3

F7 - Global Studies & Diversity 3

F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree) 9

Total Hours 31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

Students seeking admission to the Bachelor of Science in Business Administration, Entrepreneurship & Innovation Major offered by the John Chambers College of Business and Economics (B&E) must make formal application to the program. Ideally, a student will apply for admission to the program when he/she has completed the pre-requisite coursework (listed in the table below) with a minimum grade of C- at the end of the application term, an overall GPA of at least 2.0 (B&E student 2.0, other students 2.5) and completed a minimum of 45 semester hours at the end of the application term.

University Requirements 34

Program Requirements 23

Business Core Requirements 33
Entrepreneurship and Innovation, B.S.B.A.D.

Entrepreneurship and Innovation Major Requirements 30
Total Hours 120

University Requirements

General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)
Outstanding GEF Requirements 2, 4, 5, 6, and 7 16
BCOR 191  First-Year Seminar 1
General Electives 17
Total Hours 34

Program Requirements

ACCT 201  Principles of Accounting 1 (Minimum grade of C-) 3
BCOR 121  Introduction to Business Applications 2
ECON 201  Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 8) 3
ECON 202  Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 8) 3
Select one of the following (Minimum Grade of C-; may fulfill GEF 1): 3-6
  ENGL 101  Introduction to Composition and Rhetoric
  & ENGL 102  and Composition, Rhetoric, and Research
  ENGL 103  Accelerated Academic Writing
Select one of the following (Minimum grade of C-; may fulfill GEF 8): 3
  ECON 225  Elementary Business and Economics Statistics
  STAT 211  Elementary Statistical Inference
Select one of the following; minimum grade of D- in MATH 150, MATH 154 or MATH 155 (may fulfill GEF 3): 3-8
  MATH 124  Algebra with Applications
  & MATH 150  and Applied Calculus
  MATH 129  Pre-Calculus Mathematics
  & MATH 155  and Calculus 1
  MATH 150  Applied Calculus
  MATH 153  Calculus 1a with Precalculus
  & MATH 154  and Calculus 1b with Precalculus
  MATH 155  Calculus 1
Total Hours 23

Business Core Requirements

ENTR 102  Applied Innovation Clinic 3
BCOR 199  Introduction to Business 3
BCOR 299  Business Communication (Fulfills Writing and Communication Skills Requirement) 3
BCOR 320  Legal Environment of Business 3
BCOR 330  Information Systems and Technology 3
BCOR 340  Principles of Finance 3
BCOR 350  Principles of Marketing 3
BCOR 360  Supply Chain Management 3
BCOR 370  Principles of Management 3
BCOR 380  Business Ethics 3
BCOR 460  Contemporary Business Strategy 3
Total Hours 33

Entrepreneurship and Innovation Major Requirements

Possess a minimum GPA of 2.0 for all major courses calculated using all attempted GPA hours unless excluded by the D/F repeat policy.
ENTR 400  Fundamentals of Entrepreneurship 3
ENTR 405  Entrepreneurial Creativity & Innovation 3
ENTR 420  Entrepreneurial Finance 3
MKTG 320  Personal Selling 1  3

Choose one of the two course sequence options:  6

ENTR 430  Business Analysis and Planning
& ENTR 440  and Small Business Consulting

ENTR 455  Entrepreneurial Opportunity Identification
& ENTR 460  and Entrepreneurial Strategy: Managing New Entry, Innovation & Growth

Choose four of the following electives (two must be in Chambers):  12

Entrepreneurship (ENTR) Courses 400+
ACCT 331  Managerial Accounting
COMM 306  Organizational Communication
COMM 404  Persuasion
MKTG 321  Professional Selling 2
MKTG 345  Selling with Digital Media
MKTG 350  Product and Brand Management

| Total Hours | 30 |

**Suggested Plan of Study**

### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tr>
<td>BCOR 199</td>
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<td>ACCT 201</td>
<td>3</td>
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<tr>
<td>BCOR 191</td>
<td>1</td>
<td>ECON 201 (GEF 8)</td>
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<td>BCOR 121</td>
<td>2</td>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
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<tr>
<td>Select one of the following (GEF 3):</td>
<td>3-4</td>
<td>Select one of the following:</td>
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<tr>
<td>MATH 124</td>
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<tr>
<td>MATH 129</td>
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<td>MATH 154</td>
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<tr>
<td>MATH 150</td>
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<td>MATH 153</td>
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<td>MATH 156</td>
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<td>MATH 155</td>
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<td>GEF (Choose from F2B, F4, F5, F6 or F7)</td>
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<td>GEF (Choose from F2B, F4, F5, F6 or F7)</td>
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<td>ENTR 102</td>
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### Second Year

<table>
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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ECON 202 (GEF 8)</td>
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<td>BCOR 299</td>
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<td>ECON 225 (GEF 8)</td>
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<tr>
<td>ENGL 102 (GEF 1)</td>
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<td>BCOR 340</td>
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<td>GEF (Choose from F2B, F4, F5, F6 or F7)</td>
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<td>BCOR 350</td>
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<td>BCOR 370</td>
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### Third Year

<table>
<thead>
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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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<tr>
<td>BCOR 320</td>
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<td>BCOR 360</td>
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<tr>
<td>ENTR 400</td>
<td>3</td>
<td>ENTR 420</td>
<td>3</td>
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<td>ENTR 405</td>
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<td>MKTG 320</td>
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<td>Minor or General Electives</td>
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<td>Major Elective</td>
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<td></td>
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<td>GEF (Choose from F2B, F4, F5, F6 or F7)</td>
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<td><strong>Total Hours</strong></td>
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### Fourth Year

<table>
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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BCOR 380</td>
<td>3</td>
<td>BCOR 460</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
<td>Select one of the following:</td>
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<tr>
<td>ENTR 430</td>
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<tr>
<td><strong>Total Hours</strong></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
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</table>
Major Learning Outcomes

ENTREPRENEURSHIP AND INNOVATION

The objective of providing a foundational education in entrepreneurship and innovation at the undergraduate level cannot be realized without appropriate curricula content, effective teaching, and ultimately, learning. Within the undergraduate entrepreneurship and innovation major, we subscribe to the following learning goals for each of our undergraduate students:

• Graduates will be able to manage and evaluate organizational systems focused on the following entrepreneurial outcomes.
  • Identify organizational tasks, roles, and responsibilities of managing entrepreneurial ventures.
  • Designate the interrelationships between functional areas of entrepreneurial ventures.
  • Describe the interrelationships between resources, organizational structure, and strategies utilized to create and grow entrepreneurial ventures.
  • Demonstrate an understanding of entrepreneurial phenomena across organizational contexts, including start-ups, small and medium sized enterprises, family businesses, and corporate ventures.
  • Prescribe effective practices in identifying and exploiting entrepreneurial opportunities.
  • Identify alternative ways to market a new product or service that contribute to the growth of an entrepreneurial venture.
  • Assess entrepreneurial opportunities using financial methods.

• Graduates will be able to think critically and solve problems in entrepreneurial ventures.

• Graduates will be able to deal with the dynamics of individuals and teams within organizations and to motivate, lead, and inspire employees toward achieving organizational goals.

• Graduates will be able to use computer and information technology in solving problems and perform functions commonly seen in managing businesses and other organizations.

• Graduates will be able to effectively communicate recommendations to management and other constituencies, orally and in writing.

• Graduates will have knowledge of business disciplines: accounting, finance, management, management information systems, and marketing.

COURSES

ENTR 102. Applied Innovation Clinic. 3 Hours.
Students enrolled in this course will experience creativity and the applied innovation process beginning with interest and ideation and working through the concepts and activities for commercializing new ideas. Students will have hands-on experiences working in the innovation ecosystem centers throughout the university. There are no pre-requisites for this course, just an openness to creative thinking.

ENTR 202. Impact Challenge. 1 Hour.
Course participants will learn how to form well rounded interdisciplinary teams, research problems, identify solutions, and move towards implementation. Students in this course will gain entrepreneurship, communication and leadership skills that will prepare them to innovate the way our societies function in the future.

ENTR 203. Data Analysis for Problem Solving. 3 Hours.
Students will engage in problem identification through empathy mapping, idea development for problem solving, primary and secondary customer research, data analysis of their research findings, and communication of their findings in both oral and written methods.

ENTR 293. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ENTR 400. Fundamentals of Entrepreneurship. 3 Hours.
PR: Sophomore standing. Fundamental principles and practices related to entrepreneurship. Focuses on areas such as leadership, motivation, human resource management as they apply to entrepreneurship.

ENTR 405. Entrepreneurial Creativity & Innovation. 3 Hours.
PR or CONC: ENTR 400 with a minimum grade of C-. This course offers an in-depth study of theories and models of creativity to solve problems and identify opportunities in entrepreneurial business contexts. Students will synthesize their course experiences and develop a set of creative business ideas, which will be incorporated into feasibility assessments, financial analyses, and business plans in subsequent entrepreneurship major courses.

ENTR 416. Social Entrepreneurship. 3 Hours.
PR or CONC: ENTR 400 with a minimum grade of C-. This course will expose students to the topics and concepts in the emerging field of social entrepreneurship. The primary topic - how social entrepreneurs use business models to create sustainable enterprises.
ENTR 420. Entrepreneurial Finance. 3 Hours.
PR: (ACCT 200 or ACCT 201) and PR or CONC: ENTR 400 with a minimum grade of C- in all. Fundamental principles and practices in finance related to entrepreneurship. Focuses on areas such as accounting, budgeting, and financial management as they apply to entrepreneurship.

ENTR 425. Risk Assessment and Contracts. 3 Hours.
PR or CONC: ENTR 400 with a minimum grade of C-. This course teaches students to assess risks in entrepreneurial enterprises that lead to business failures. Students will learn to develop business models, implement operational strategies, and structure legal agreements that mitigate exposure to risk in new ventures and emerging growth entities.

ENTR 430. Business Analysis and Planning. 3 Hours.
PR or CONC: ENTR 400 with a minimum grade of C-. This course addresses the unique entrepreneurial experience of conceiving, evaluating and developing a full business plan for a new small business start up through the appropriate concepts and methodologies.

ENTR 436. Family Business. 3 Hours.
PR or CONC: ENTR 400 with a minimum grade of C-. This class focuses on the different aspects of family businesses that facilitate competitive advantage while maintaining ethical and socially responsible principles. The objectives of this course are to create an awareness of family business issues, understand the role of familial relationships in a business context, and develop critical thinking skills in the context of family business challenges.

ENTR 440. Small Business Consulting. 3 Hours.
PR: ENTR 430 with a minimum grade of C-. This course is a practicum designed to develop students' critical thinking and applied problem-solving skills. Student consulting teams work with small business clients to identify, analyze, and develop solutions for important issues faced by their clients.

ENTR 455. Entrepreneurial Opportunity Identification. 3 Hours.
PR or CONC: ENTR 400 with a minimum grade of C-. This is the first of a two-course, year-long series that helps students identify and commercialize their own entrepreneurial opportunities (keeping the money they earn from their efforts). This course draws on entrepreneurship theory to help students identify, analyze, and enroll the support of others in the entrepreneurial opportunities that they will subsequently seek to commercialize during the second course.

ENTR 460. Entrepreneurial Strategy: Managing New Entry, Innovation & Growth. 3 Hours.
PR: ENTR 455 with a minimum grade of C-. This course will incorporate concepts from strategy and organizational design to address how entrepreneurs can strategically manage new entry, innovation, and growth.

ENTR 491. Professional Field Experience. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

ENTR 492. Directed Study. 1-3 Hours.
Directed study, reading, and/or research.

ENTR 493. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ENTR 495. Independent Study. 1-6 Hours.