

Entrepreneurship (B.B.A.) Curriculum Map

* **INTRODUCTORY**- introduce program outcomes (update or initial reflection)

* **DEVELOPMENTAL**- develop/emphasize program outcomes (places of formative assessment)

* **MASTERY**- mastery/measure program outcomes (assignments, capstones, places of summative assessment)

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|--|---|---|---|--|-------------------------|-------------------------------------|------------------------------------|---|-----------------------------------|-----------------------------|
| PROFESSIONAL OUTCOME #1: Christian Worldview | PROFESSIONAL OUTCOME #2: Business Knowledge and Application | PROFESSIONAL OUTCOME #3: Oral Communication | PROFESSIONAL OUTCOME #4: Teamwork and Collaboration | PROFESSIONAL OUTCOME #5: Written Communication | PROFESSIONAL OUTCOME #6 | ORU OUTCOME #1: SPIRITUAL INTEGRITY | ORU OUTCOME #2: PERSONAL INTEGRITY | ORU OUTCOME #3: PERSONAL RESILIENCE PURSUIT | ORU OUTCOME #4: GLOBAL ENGAGEMENT | ORU OUTCOME #5: BOLD VISION |
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| CORE COURSE REQUIREMENTS | | | | | | | | | | |
|---|-----------------------|-------------------------------------|---|---|---|---|---|---|---|---|
| Course Code | Required/ Elective | Course Name | | | | | | | | |
| Major | | | | | | | | | | |
| ENT 101 | R | Spirit of Entrepreneurship | | I | | | | | | |
| ENT 300 | R | Entrepreneurship | | D | | D | M | | D | D |
| ENT 325 | R | New Venture Creation | | D | | | M | | M | |
| BUS 345 | R | Creative Thinking | | D | | | | | | |
| ENT 375 | R | Social Entrepreneurship | D | D | | | | | | |
| ENT 475 | R | Start-Up Bootcamp | | M | M | | M | M | | |
| ENT 499 | R | Launch Pad | | M | M | | M | M | | |
| (Choose Three of the Following:) | | | | | | | | | | |
| ENT 350 | R | Global Sustainable Business | | | | | | | | |
| ENT 451 | R | Internship for Entrepreneurs | | | | | | | | |
| ACT 380 | R | Government and Nonprofit Accounting | | | | | | | | |
| BUS 361 | R | International Business | | | | | | | | |
| FIN 244 | R | Personal Financial Planning | | | | | | | | |
| FIN 418 | R | Investments | | | | | | | | |
| FIN 467 | R | Financial Markets and Institutions | | | | | | | | |
| FIN 468 | R | Portfolio Management | | | | | | | | |
| MKT 334 | R | Integrated Marketing Communications | | | | | | | | |
| MKT 346 | R | Selling and Sales Management | | | | | | | | |
| MKT 361 | R | International Marketing | | | | | | | | |
| MKT 400 | R | Social Media Marketing | | | | | | | | |
| MKT 445 | R | Marketing Research | | | | | | | | |
| MKT 447 | R | Retail Management | | | | | | | | |
| MKT 455 | R | Marketing Management | | | | | | | | |
| Cognate | | | | | | | | | | |
| ACT 215 | R | Financial Accounting | I | I | I | | | | I | I |
| ACT 216 | R | Managerial Accounting | I | D | I | | | | I | I |
| ACT 320 | R | Quantitative Analysis | I | D | | | D | I | D | D |
| BUS 100 | R | Introduction to Business | I | I | | | I | | I | I |
| BUS 201 | R | Principles of Macroeconomics | I | I | I | | | | I | D |
| BUS 202 | R | Principles of Microeconomics | D | D | D | | | | I | |
| BUS 325 | R | Business Law I | D | I | D | | | | D | |
| BUS 400 | R | Senior Seminar | | | | | M | | M | |
| FIN 338 | R | Financial Management | D | D | I | | D | D | D | D |
| MGT 130 | R | Principles of Management | I | I | I | I | I | I | I | I |
| MGT 431 | R | Strategic Management | D | M | M | M | M | M | M | M |
| MKT 130 | R | Principles of Marketing | I | I | I | I | I | I | I | I |
| MKT 333 | R | Consumer Behavior | D | D | D | D | D | D | | |
| MKT 350 | R | Digital Marketing | | D | | | | | | |