

B.B.A. IN BUSINESS ADMINISTRATION (ENTREPRENEURSHIP)

Web Site: <https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-business-administration-with-entrepreneurship-emphasis/>

If you think you have what it takes to start and run your own business, then our Bachelor of Business Administration with an Entrepreneurship emphasis is for you! Our program prepares you to navigate the waters of business ownership and gives you the skills you need to develop your ideas for a business. You will learn to plan and execute your ideas, sell your product or service, analyze and keep appropriate records, and hire and manage employees. In this program your coursework is targeted to help you reach your career goals with classes focused on:

- Accounting
- Communications
- Law
- Management
- Small Business Management
- Entrepreneurship
- Marketing
- Human Resources

In addition to our B.B.A. with an emphasis in Entrepreneurship, TWU has other organizations focused on innovation and entrepreneurship that you can become a part of while you pursue your degree. If you have the innovative skills to be an entrepreneur, you will also have the right skills to take advantage of other career opportunities in the industry, such as sales and marketing positions, business analysis, management positions, and many others. With these skills, the sky is the limit!

Classes are located on our Denton campus in face-to-face and online formats.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

Core Skills

- a. Analytical Competence: B.B.A. Entrepreneurship Specific Application- Think analytically; Use analytical tools to make decisions. General Employment Application- Effectiveness in problem-solving; Efficient use of common analytical tools for marketing analysis.
- b. Diversity: B.B.A. Entrepreneurship Specific Application- Work well within a diverse organization; Adapt strategies based on individual or group differences. General Employment Application- Working in diverse teams; Learning about diversity and differences and how that affects marketing strategy.

- c. Ethical Reasoning: B.B.A. Entrepreneurship Specific Application- Apply ethical reasoning; Sustainability impacts on people, planet, and profits. General Employment Application- Being able to make decisions that are ethical and socially responsible.
- d. Teamwork: B.B.A. Entrepreneurship Specific Application- Ability to be an effective worker in team situations. General Employment Application- Project management teams; Strategy development teams.

Discipline-Based Skills

- a. Strategic planning: B.B.A. Entrepreneurship Specific Application- SWOT analysis; CPM; environmental scanning. General Employment Application- Ability to effectively analyze and evaluate the internal and external environment that the firm operates in.
- b. Excel Skills: B.B.A. Entrepreneurship Specific Application- Create and format data as tables and graphs; perform basic arithmetic functions. General Employment Application- Analyze organization and client data. Prepare reports, charts, and other common business uses of Microsoft Excel.
- c. Employee motivation: B.B.A. Entrepreneurship Specific Application- Excellent grasp of theories of motivation. General Employment Application- Influence other employees to perform well at work.
- d. Budget analysis: B.B.A. Entrepreneurship Specific Application- Understanding financial data. General Employment Application- Ability to read financial statements, spreadsheets, tables, and other decision tools used in the workplace.
- e. Business communication skills: B.B.A. Entrepreneurship Specific Application- Effectively communicate through a variety of mediums and modes. General Employment Application- Effectively communicate information, both written and verbal, to reach the desired needs of the firm.

Admissions

All applicants must meet the general undergraduate admission requirements (<http://catalog.twu.edu/undergraduate/admission-information/>).

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 63 SCH

Program Code: BUSADM.BBA.ENTR; **CIP Code:** 52.0201.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3

CAO: Women's Studies	3
CAO: First Year Seminar, Wellness or Mathematics	3
Total SCHs	42

Courses Required for Major

Code	Title	SCHs
Business		
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
BUS 3163	Business Communications	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy (taken in final semester)	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
Major		
ACCT 3103	Cost Accounting	3
BUS 3183	Introduction to International Business	3
MGT 3243	Entrepreneurship	3
MGT 3273	Human Resource Management	3
MGT 4443	Small Business Management	3
MKT 4093	Principles of Selling	3
MKT 4213	Consumer Behavior	3
Advanced Business Electives		9
Total SCHs		63

Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.

Departmental Requirements

Code	Title	SCHs
ECO 1013	Principles of Microeconomics (may be applied from core)	3
ECO 1023	Principles of Macroeconomics (may be applied from core)	3
FIN 2153	Foundations of Money Management (may be applied from core)	3
MATH 1703	Elementary Statistics I (may be applied from core)	3
MATH 2203	Business Analysis I (may be applied from core)	3
Total SCHs		15

Recommended Plan of Study

First Year

Fall	TCCN	SCHs
ENG 1013	Composition I	3
HIST 1013	History of the United States, 1492-1865	3

UNIV 1231	Learning Frameworks: First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1
MATH 1703	Elementary Statistics I	MATH 1342	3
ECO 1013	Principles of Microeconomics	ECON 2302	3
Life & Physical Science Core			3

SCHs 16

Spring	TCCN		
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
Life & Physical Science Core			3
Wellness CAO Core			2
ECO 1023	Principles of Macroeconomics	ECON 2301	3

SCHs 14

Second Year

Fall	TCCN		
POLS 2013	U.S. National Government	GOVT 2305	3
MATH 2203	Business Analysis I	MATH 1324	3
Language, Philosophy, & Culture Core			3
Multicultural Women's Studies CAO Core			3
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3

SCHs 15

Spring	TCCN		
POLS 2023	Texas Government	GOVT 2306	3
Creative Arts Core			3
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3
FIN 2153	Foundations of Money Management	BUSI 1307	3
Non-Business Elective			3

SCHs 15

Third Year

Fall	TCCN		
ACCT 3103	Cost Accounting		3
BUS 3163	Business Communications		3
MGT 3003	Principles of Management		3
MGT 3313	Business Analytics		3
MKT 3113	Principles of Marketing		3

SCHs 15

Spring	TCCN		
BUS 3013	Business Law and Ethics		3
BUS 3183	Introduction to International Business		3
FIN 3053	Business Finance		3
MGT 3243	Entrepreneurship		3
MGT 3273	Human Resource Management		3

SCHs 15

Fourth Year

Fall	TCCN		
MGT 3533	Management Information Systems		3
MGT 4443	Small Business Management		3
MGT 4563	Operations Management		3
MKT 4093	Principles of Selling		3

MKT 4213	Consumer Behavior		3
		SCHs	15
Spring		TCCN	
MGT 4333	Business Policy		3
	Advanced Business Elective		3
	Advanced Business Elective		3
	Advanced Business Elective		3
	Non-Business Elective		3
		SCHs	15
		Total SCHs:	120

Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.