

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

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**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.