

# ENTREPRENEURSHIP CONCENTRATION

The Entrepreneurship Concentration is for students interested in starting, owning, and/or operating a business venture as well as students interested in serving entrepreneurial ventures as consultants, bankers, accountants, and marketing professionals. The entrepreneurship concentration has a practical emphasis designed to assist students in developing and operating their new and/or small ventures. Courses in this concentration lead students through the different processes of getting into business, addresses important operating issues relevant to the running of day-to-day activities of a venture, and discuss the important topic of planning for business growth and development.

## BSBA Degree with Entrepreneurship Concentration Requirements

Code	Title	Credits
<b>General Education Requirements - 34 Hours Required</b>		
<b>Fundamental Skills</b>		<b>15</b>
<b>Writing – 6 hrs.</b>		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
<b>Oral Communication – 3 hrs.</b>		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
<b>Quantitative Literacy – 3 hrs.</b>		
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
<b>Data Literacy – 3 hrs.</b>		
Select one from the following:		
STAT 1100	DATA LITERACY AND VISUALIZATION	
STAT 1530	ELEMENTARY STATISTICS	
Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education course.		
<b>Breadth of Knowledge</b>		<b>13</b>
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
<b>Individual and Social Responsibility</b>		<b>6</b>
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		
<b>MAJOR REQUIREMENTS - 69 Hours Required</b>		
Must complete all MAJOR REQUIREMENTS with a grade of C (2.0) or higher		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
<b>All of the following:</b>		
ENGL 1150	ENGLISH COMPOSITION I (** ^)	

ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY (** ^)	
CMST 1110	PUBLIC SPEAKING FUNDS (**)	
<b>Select 1 of the Following - 3 Hours</b>		<b>3</b>
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^)	
MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^)	
<b>All of the Following</b>		<b>45</b>
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO) (** ^)	
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO) (** ^)	
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS (^)	
ACCT 2010	PRINCIPLES OF ACCOUNTING I (^)	
ACCT 2020	PRINCIPLES OF ACCOUNTING II (^)	
MKT 3200	BUSINESS COMMUNICATIONS (^)	
MKT 3310	PRINCIPLES OF MARKETING (^)	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS (^)	
LAWS 3930	BUSINESS LAW FUNDAMENTALS (^)	
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT (^)	
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS (^)	
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN (^)	
MGMT 4480	CORPORATE AND BUSINESS STRATEGY (^)	
*INTERNATIONAL DIMENSION - 3 hrs		
*INTERNATIONAL DIMENSION - 3 hrs		
*Students must complete at least six hours of course work beyond the general education Cultural Knowledge requirement with a global perspective. A list of approved International Dimension courses can be found on the student's degree audit.		
<b>Select 1 of the Following</b>		<b>3</b>
CMST 2120	ARGUMENTATION AND DEBATE (**)	
CMST 3130	SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (^)	
CMST 3140	CONTEMPORARY PRESENTATIONS (^)	
CMST 3150	INTERCOLLEGIATE FORENSICS I (^)	
CMST 3160	INTERCOLLEGIATE FORENSICS II (^)	
MKT 3100	PROFESSIONAL SELLING (^)	
<b>Entrepreneurship Concentration Courses</b>		<b>12</b>
<b>All of the Following</b>		<b>12</b>
ENTR 3710	ENTREPRENEURIAL FOUNDATIONS (^)	
ENTR 3330	ENTREPRENEURIAL FINANCE (^)	
ENTR 4730	NEW VENTURE FORMATION (^)	
ENTR 4750	SOCIAL ENTREPRENEURSHIP (^)	
<b>Select 2 of the Following</b>		<b>6</b>
ENTR 4000	SPECIAL TOPICS IN ENTREPRENEURSHIP (^)	
ENTR 4150	GEOGRAPHY, GENDER AND ENTREPRENEURSHIP (^)	
ENTR 4390	MEDIA ENTREPRENEURSHIP (^)	
ENTR 4530	ENTREPRENEURSHIP INTERNSHIP (^)	
ENTR 4690	EMERGING TECHNOLOGY AND INNOVATION (^)	
ENTR 4720	INNOVATION VENTURES (^)	

ENTR 4740	TECHNOLGY AND INNOVATION MANAGEMENT (^)
ENTR 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT (^)
ENTR 4770	INTRODUCTORY MAVERICK VENTURE FUND (^)
ENTR 4780	INTERMEDIATE MAVERICK VENTURE FUND (^)
ENTR 4790	ADVANCED MAVERICK VENTURE FUND (^)
ENTR 4710	COMPARATIVE INTERNATIONAL DEVELOPMENT AND INNOVATION (^)
MKT 3400	MARKETING INNOVATION (^)
SCMT 4450	MANAGERIAL NEGOTIATION STRATEGIES (^)

**ELECTIVES**

Elective hours as required to reach a total of 120 hours

## Secondary Concentration in Entrepreneurship Requirements

Code	Title	Credits
<b>12 Hours Required</b>		
<b>All of the Following - 6 Hours</b>		
ENTR 3710	ENTREPRENEURIAL FOUNDATIONS	
ENTR 4730	NEW VENTURE FORMATION	
<b>Select 2 of the Following - 6 Hours</b>		
ENTR 3330	ENTREPRENEURIAL FINANCE	
ENTR 4690	EMERGING TECHNOLOGY AND INNOVATION	
ENTR 4740	TECHNOLGY AND INNOVATION MANAGEMENT	
ENTR 4750	SOCIAL ENTREPRENEURSHIP	
ENTR 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
ENTR 4720	INNOVATION VENTURES	
ENTR 4000	SPECIAL TOPICS IN ENTREPRENEURSHIP	
ENTR 4770	INTRODUCTORY MAVERICK VENTURE FUND	
ENTR 4780	INTERMEDIATE MAVERICK VENTURE FUND	
ENTR 4790	ADVANCED MAVERICK VENTURE FUND	
ENTR 4150	GEOGRAPHY, GENDER AND ENTREPRENEURSHIP	
ENTR 4710	COMPARATIVE INTERNATIONAL DEVELOPMENT AND INNOVATION	
ENTR 4530	ENTREPRENEURSHIP INTERNSHIP	
ENTR 4390	MEDIA ENTREPRENEURSHIP	
MKT 3400	MARKETING INNOVATION	
SCMT 4450	MANAGERIAL NEGOTIATION STRATEGIES	

## BSBA Degree with Entrepreneurship Concentration Four Year Plan

**Freshman**

<b>Fall</b>		<b>Credits</b>
ENGL 1150	ENGLISH COMPOSITION I <sup>1</sup>	3
MATH 1300	COLLEGE ALGEBRA WITH SUPPORT <sup>2</sup>	4
CMST 1110	PUBLIC SPEAKING FUNDS	3
General Education Course or Elective		3
BSAD 1100	BUSINESS MAVERICKS: COLLEGE AND CAREER FOUNDATIONS (Recommended)	1
<b>Credits</b>		<b>14</b>

**Spring**

ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
General Education Course or Elective		3
General Education Course or Elective		3
<b>Credits</b>		<b>15</b>

**Sophomore**

<b>Fall</b>		
MKT 3200	BUSINESS COMMUNICATIONS	3
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
General Education Course or Elective		4
General Education Course or Elective		3
<b>Credits</b>		<b>16</b>

**Spring**

ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
ENTR 3710	ENTREPRENEURIAL FOUNDATIONS	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
MKT 3310	PRINCIPLES OF MARKETING	3
<b>Credits</b>		<b>15</b>

**Junior**

<b>Fall</b>		
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
Second Speech <sup>3</sup>		3
ENTR 4750	SOCIAL ENTREPRENEURSHIP	3
General Education Course or Elective		3
<b>Credits</b>		<b>15</b>

**Spring**

MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
International Dimension		3
ENTR 4730	NEW VENTURE FORMATION	3
ENTR 3330	ENTREPRENEURIAL FINANCE	3
General Education Course or Elective		3
<b>Credits</b>		<b>15</b>

**Senior****Fall**

SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
International Dimension		3
ENTR Elective <sup>4</sup>		3
Elective		3
Elective		3
<b>Credits</b>		<b>15</b>

**Spring**

MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
ENTR Elective <sup>4</sup>		3
Elective		3
Elective		3
Elective		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> Requires English Composition Placement

<sup>2</sup> This course may or may not be required depending on Math Placement.

<sup>3</sup> For this requirement students must choose from the following list: MKT 3100, CMST 2120, CMST 3130, CMST 3140, CMST 3150, or CMST 3160.

<sup>4</sup> See DegreeWorks or Stellic for approved elective options.

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

**Additional Information About this Plan:**

**University Degree Requirements:** The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

**Placement Exams:** For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

**\*\*Transfer credit or placement exam scores may change suggested plan of study**

**GPA Requirements:**

Courses within the College of Business require students to obtain a minimum NU GPA of 2.5 or better.

**Graduation Requirements:**

- Students must earn a minimum of 120 credit hours for a BSBA.
- 42 of those credit hours must be in upper division courses.
- For a BSBA business core, BSBA concentration, or business elective course to fulfill BSBA requirements, it must be taken on a letter-grade basis and the student must earn a grade of "C" (2.0) or higher.
- CBA students must earn a minimum NU GPA of 2.50 and a minimum Business GPA of 2.50. If students are earning an accounting concentration or secondary concentration, a minimum upper division accounting GPA of 2.50 is additionally required.