

ENTREPRENEURSHIP, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The Entrepreneurship Major 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 Major has a practical emphasis designed to assist students in developing and operating their new and/or small ventures. Courses in this major 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.

Entrepreneurship, Bachelor of Science in Business Administration Requirements

Code	Title	Credits
General Education (MavEd) Requirements - 34 Hours Required		
Fundamental Skills		15
Writing – 6 hrs.		
ENGL 1150	ENGLISH COMPOSITION I	
or ENGL 1140	ENGLISH COMPOSITION I WITH SUPPORT	
ENGL 1160	ENGLISH COMPOSITION II	
Oral Communication – 3 hrs.		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
Quantitative Literacy – 3 hrs.		
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	
or MATH 1320	COLLEGE ALGEBRA	
Data Literacy – 3 hrs.		
Select one from the following:		
BSAD 1030	DATA LITERACY FOR WORK AND LIFE	
ISQA 1100	DATA AND INFORMATION LITERACY	
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 (MavEd) course.		
Breadth of Knowledge		13
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
Individual and Social Responsibility		6
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		

MAJOR REQUIREMENTS - 63 Hours Required

In order to fulfill BSBA degree requirements, BSBA core courses, BSBA major courses, and BSBA concentration courses must be completed on a letter grade basis with a grade of "C" or higher. The required BSBA Business Math course (MATH 1370 or MATH 1930) and the required BSBA Second Speech course are excluded from this requirement.

**Course will satisfy UNO's General Education (MavEd) requirement

^Course requires pre-requisite(s)

Select 1 of the Following Business Math Courses		3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^)	
MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^)	
All of the Following BSBA Core Courses		39
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 (^)	
Select 1 of the Following Second Speech Courses		3
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 (^)	
All of the Following Major Courses		12
ENTR 3710	ENTREPRENEURIAL FOUNDATIONS (^)	
ENTR 3330	ENTREPRENEURIAL FINANCE (^)	
ENTR 4730	NEW VENTURE FORMATION (^)	
ENTR 4750	SOCIAL ENTREPRENEURSHIP (^)	
Select 2 of the Following Major Courses		6
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	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

Entrepreneurship, Bachelor of Science in Business Administration Four Year Plan

Freshman

Fall		Credits
ENGL 1150	ENGLISH COMPOSITION I ¹	3
MATH 1300	COLLEGE ALGEBRA WITH SUPPORT ²	4
CMST 1110	PUBLIC SPEAKING FUNDS	3
BSAD 1030	DATA LITERACY FOR WORK AND LIFE	3
BSAD 1100	BUSINESS MAVERICKS: COLLEGE AND CAREER FOUNDATIONS (Recommended)	1
Credits		14

Spring

ENGL 1160	ENGLISH COMPOSITION II	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
General Education (MavEd) Course or Elective		3
General Education (MavEd) Course or Elective		3
Credits		15

Sophomore

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

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
Credits		15

Junior

Fall		Credits
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3

ENTR 4750	SOCIAL ENTREPRENEURSHIP	3
Second Speech ³		3
General Education (MavEd) Course or Elective		3

Credits 15

Spring

MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
Elective		3
General Education (MavEd) Course or Elective		3
ENTR 4730	NEW VENTURE FORMATION	3
ENTR 3330	ENTREPRENEURIAL FINANCE	3

Credits 15

Senior

Fall

SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
Elective		3
ENTR Elective ⁴		3
Elective		3
Elective		3

Credits 15

Spring

MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
ENTR Elective ⁴		3
Elective		3
Elective		3
Elective		3

Credits 15**Total Credits 120**¹ Requires English Composition Placement² This course may or may not be required depending on Math Placement.³ For this requirement students must choose from the following list: MKT 3100, CMST 2120, CMST 3130, CMST 3140, CMST 3150, or CMST 3160.⁴ 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

Minors Offered

- Entrepreneurship Minor (<https://catalog.unomaha.edu/undergraduate/college-business-administration/business-minors/entrepreneurship-minor/>)

Entrepreneurship

- Entrepreneur
- Business owner
- New Venture Formation
- Venture Analyst
- Start-Up Consultant