

# ENTREPRENEURSHIP: 822-000

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## History

1. Jul 16, 2021 by Jean Pratt (prattja)
2. Feb 3, 2022 by Erin Olson (olsoee)
3. Apr 21, 2022 by Jean Pratt (prattja)

## Viewing: 822-000 : Entrepreneurship

Last approved: Thu, 21 Apr 2022 14:50:07 GMT

Last edit: Tue, 19 Apr 2022 20:15:09 GMT

Preparer(s)

**Preparer Name:**

Jean Pratt

## Program Level

Undergraduate

## Program Type

Major

## Degree Type

BBA

## Type of Change

Administrative Edit (Associate Deans Use Only)

## Name of Program

Entrepreneurship

## Major Type

Comprehensive

## College

Business

## Effective Catalog Year

2022-2023

## Is this content intended to be shared across multiple programs/catalog pages?

No

## Catalog Placement Notes

College of Business > Management and Marketing > Alphabetically organized

<https://catalog.uwec.edu/undergraduate/business/management-marketing/>

Please precede the Program Requirements with the following shared content across all BBA comprehensive majors:

- \* University Requirements
- \* College Degree Requirements
- \* Major Requirements

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Please precede the program Learning Outcomes with the following catalog text:

Students in the Entrepreneurship program are assessed on their ability to meet the following COB learning goals.

- \* Written and Oral Communication: Students will be effective communicators
- \* Teamwork: Students will be effective team members
- \* Problem Solving: Students will be effective problem solvers
- \* BBA Common Body of Knowledge: Students will demonstrate discipline-specific knowledge (represented by the BUSCORE)

Additionally, students are expected to meet the following program learning outcomes:

**Program Requirements (Includes Course Lists):****Program Requirements (Includes Course Lists):****Entrepreneurship Major**

Sixty semester credits, including the 29 credit BUSCORE plus 31 additional credits as follows:

Code	Title	Credits
<b>Required Courses</b>		<b>18</b>
ACCT 214	Managerial Accounting	3
BSAD 306	Business Law	3
MGMT 371	Introduction to Entrepreneurship	3
MGMT 373	New Venture Feasibility	3
MGMT 374	New Venture Start-Up and Growth	3
MGMT 471	Entrepreneurship Capstone	3
<b>Entrepreneur Program Electives - Select from the following:</b>		<b>13</b>
MGMT 342	Quality Management	
MGMT 343	Supply Chain Management	
MGMT 344	Managerial Decision Modeling and Analysis	
MGMT 347	Risk Management and Insurance	
MGMT 349	Human Resource Management	
MGMT 363	International Logistics and Supply Chain Management	
MGMT 398	Internship Program I	
MGMT 414	Small Business Consulting	
MGMT 461	Lean Manufacturing Systems and Concepts	
MGMT 447	Cross Cultural Leadership	
BSAD 180	Foundations for Success in Business	
MKTG 334	Marketing Research	
MKTG 337	Professional Selling	
MKTG 372	Advanced Marketing for Entrepreneurs	
MKTG 425	Services Marketing	
<b>HIP Assessment <sup>1</sup></b>		

<sup>1</sup> Entrepreneurship majors must complete the High Impact Practices (HIP) assessment during their last semester.

**Additional Program Requirements (If Applicable)****Additional Admission Requirements Unique to Program (If Applicable)****Other Catalog Notes/Restrictions (If Applicable)****Rationale****Brief Change Rationale**

Added an Entrepreneurship Major H3 label above the ENT core courses.

**If applicable, select impacted departments:****Departments**

Accounting and Finance

Economics

Mathematics

**Describe impacted courses or programs in other areas of the university:**

Entrepreneurship majors take ACCT courses as part of the BUSCORE and required courses. They will also take ECON 103/104 and MATH 246/109 as part of the Proficiency requirements. Impact will be negligible, since the students are already taking these courses.

**UW System Codes (For Reference Only)****Plan Code**

822-000

**CIP Code**

52.0701 - 52.0701

**Madison Major Code**

05251

Key: 368