

ENTREPRENEURSHIP, B.B.A.

Objectives

The Bachelor of Business Administration Entrepreneurship major at LMU provides undergraduate students with the fundamental theories, critical thinking skills, and real-world awareness necessary to develop their entrepreneurial competencies. The focus of the major is to equip students with an entrepreneurial mindset, state-of-the-art skill set (e.g., entrepreneurial processes), and practical experiences to support their (immediate or eventual) launch into careers as startup entrepreneurs (i.e., founders and/or leaders of new ventures), social entrepreneurs (i.e., founders and/or leaders of social ventures or change agents in society), and corporate entrepreneurs (i.e., "intrapreneurs" or change agents and leaders within established, more traditional organizations).

Learning Outcomes (all pathways)

- Students will demonstrate an entrepreneurial mindset.
- Students will demonstrate proficiency in the entrepreneurial process (e.g., recognizing and evaluating opportunities and conducting feasibility analysis, etc.).
- Students will be able to analyze technological trends and opportunities.
- Students will be able to build financial models and evaluate the financing strategies for a growing venture.
- Students will be able to plan marketing strategies and tactics for a new venture.
- Students will be able to explain the social, environmental, and economic responsibility of an entrepreneurial venture.

Major Requirements

Code	Title	Semester Hours
Lower Division Business Core Requirements		
BCOR 1910	Business for Good	2
BCOR 2110	Financial Accounting	4
BCOR 2120	Accounting Information for Decision Making	4
BCOR 2210	Legal Environment of Business	2
BCOR 2710	Business Information Technology	4
ECON 1050	Introductory Economics	4
ECON 2300	Introductory Statistics	4
ENTR 1310	Fundamentals of Entrepreneurship	4
MATH 112	Calculus for Business	3
Subtotal		31
Upper Division Business Core Requirements		
BCOR 3410	Fundamentals of Finance	4
BCOR 3510	Marketing and Business Communications	4
BCOR 3610	Managing People and Organizations	4
BCOR 4910	Business Ethics and Sustainability	4
ENTR 3350	New Venture Creation	4
ENTR 4310	Entrepreneurial Finance	4
Two ENTR Electives (3000 level or 4000 level)		8
One course from the "Quantitative Methods for Business" course-list ¹		4
One course from the "International/Global Awareness" course-list ²		4

One course from the "Strategic Business Integrations" course-list ³	4
Subtotal	44
Total Semester Hours	75

- 1
e.g., BCOR 3750 Analytics in Operations and Supply Chain Management
- 2
e.g., BCOR 3860 International Business
- 3
e.g., BCOR 4970 Strategic Management

Note:

All upper division Entrepreneurship courses must be taken in residence at LMU. A cumulative GPA of C (2.0) must be achieved in the major requirements (all business, economics, and mathematics courses).

For purposes of meeting the requirements for the B.B.A., Entrepreneurship major, degree and determination of academic probation, an overall cumulative grade point average of at least a C (2.0) must be obtained in all courses required in the major.

Core, Major, and Elective Entrepreneurship Courses

Code	Title	Semester Hours
ENTR 1310	Fundamentals of Entrepreneurship	4
ENTR 2310	Technology Trends, Opportunities, and Tools	4
ENTR 3350	New Venture Creation	4
ENTR 3356	Entrepreneurial Finance	2
ENTR 3357	Entrepreneurial Marketing	2
ENTR 3320	Real Estate Finance, Investment, and Entrepreneurship	4
ENTR 3325	Real Estate Development	4
ENTR 3340	International Entrepreneurship	4
ENTR 3360	Corporate Entrepreneurship and Innovation	4
ENTR 3385	Entrepreneurial Leadership	4
ENTR 4310/ FNCE 4410	Entrepreneurial Finance	4
ENTR 4340/ INBA 4840	International Entrepreneurship	4
ENTR 4370	Product and Business Design	4
ENTR 4380	Business Incubation	4
ENTR 4381	Managing New Ventures	4
ENTR 4382	Leading and Managing Change	4
ENTR 4383	Social Entrepreneurship	4
ENTR 4398	Special Studies	1-4
ENTR 4399	Independent Studies	1-4

Model 4-Year Plan—Bachelor of Business Administration—Entrepreneurship Major Curriculum

The following curriculum represents the order or sequence in which it is expected that students will take the various courses required for the B.B.A. (Entrepreneurship major) degree.

The foundational courses are: ENTR 1310 Fundamentals of Entrepreneurship, ENTR 4310 Entrepreneurial Finance, and ENTR 3350

New Venture Creation. After the required course mentioned, students will be required to take any two Entrepreneurship courses among the 3000-level and 4000-level ENTR courses, at least one of which has to be a 4000-level course.

Elective	4
Semester Hours	16
Minimum Semester Hours	132-138

Course	Title	Semester Hours
First Year		
Fall		
BCOR 1910	Business for Good	2
ECON 1050	Introductory Economics	4
ENTR 1310	Fundamentals of Entrepreneurship	4
MATH 120	Precalculus Mathematics	3
FFYS 1000	First Year Seminar	4
Semester Hours		17
Spring		
ECON 2300	Introductory Statistics	4
MATH 112	Calculus for Business	3
RHET 1000	Rhetorical Arts	3-4
University Core		4
University Core		3-4
Semester Hours		17-19
Sophomore Year		
Fall		
BCOR 2110	Financial Accounting	4
BCOR 2210	Legal Environment of Business	2
ENTR 2310	Technology Trends, Opportunities, and Tools	4
University Core		3-4
University Core		4
Semester Hours		17-18
Spring		
BCOR 2120	Accounting Information for Decision Making	4
BCOR 2710	Business Information Technology	4
BCOR 3410	Fundamentals of Finance	4
University Core		4
Semester Hours		16
Junior Year		
Fall		
BCOR 3510	Marketing and Business Communications	4
BCOR 3610	Managing People and Organizations	4
ENTR Elective		4
ENTR 3350	New Venture Creation	4
University Core		4
Semester Hours		20
Spring		
BCOR 3750	Analytics in Operations and Supply Chain Management	4
BCOR 3860	International Business	4
ENTR 4310	Entrepreneurial Finance	4
Elective		3-4
Semester Hours		15-16
Senior Year		
Fall		
BCOR 4910	Business Ethics and Sustainability	4
ENTR Pathway Elective		4
Elective		3-4
Elective		3-4
Semester Hours		14-16
Spring		
BCOR 4970	Strategic Management	4
University Core		4
Elective		4