

Bachelor of Science (BS) Degree in Entrepreneurship

Miller School of Entrepreneurship · East Carolina University®

The Bachelor of Science in Entrepreneurship provides students the opportunity to develop an entrepreneurial mindset and skillset through highly engaged coursework. Students select a specialty area of knowledge based on entrepreneurial interest. Completion of the degree equips students to become entrepreneurs or use their skills and knowledge to forge an entrepreneurial career in small businesses, family businesses, or larger corporations. Minimum degree requirement is 120 s.h. as follows:

GENERAL EDUCATION (40 semester hours)

English (6 s.h.)

ENGL 1100 Foundations of College Writing (WI) 3 s.h.
ENGL 2201 Writing about the Disciplines (WI) 3 s.h.

Health and Exercise Sport Science (3 s.h.)

HLTH 1000 Health in Modern Society 2 s.h.
KINE 1000 Lifetime and Physical Activity and Fitness Laboratory 1 s.h.

Humanities & Fine Arts (9 s.h., at least one course each in humanities and fine arts)

PHIL 1175 Intro to Ethics, or PHIL 2274 Business Ethics or PHIL 2275 Professional Ethics 3 s.h.
COMM 2020 or 2410 3 s.h.

Math (6 s.h.)

*MATH 1065

Natural Sciences (7 s.h., including 1 lab hour)

Social Sciences (9 s.h., with courses in at least two subjects)

*ECON 2113 Principles of Microeconomics 3 s.h.
*ECON 2133 Principles of Macroeconomics 3 s.h.
PSYC 1000 Introductory Psychology or
SOC 2110 Introduction to Sociology 3 s.h.
3-hour general education elective

COGNATES (3 s.h.)

*MATH 2228 Elementary Statistical Methods 1 OR 2283
Statistics for Business 3 s.h.

ENTREPRENEURSHIP CORE (45 s.h.)

FINA 1904 Personal Finance 3 s.h.
*ACCT 2101 Survey of Financial and Managerial Accounting 3 s.h.
*FINA 2244 Legal Environment of Business 3 s.h.
*ENTR 3500 Entrepreneurship Essentials 3 s.h.
*FINA 3500/ENTR 3501 Money Management for

Entrepreneurs 3 s.h.

MKTG 3500/ENTR 3502 Entrepreneurial Opportunities and Marketing 3 sh.

MKTG 3852 Cultural Environment of International Business 3 s.h.

ENTR 4212 Innovation and Opportunity Assessment 3 s.h.

ENTR 4222 Entrepreneurial Finance 3 s.h.

ENTR 4232/MKTG 4332 Professional Selling 3 s.h.

ENTR 4242 Entrepreneurial Strategy (WI) 3 s.h.

ENTR 4252 New Venture Launch (WI) 3 s.h.

ENTR 4500 Entrepreneurial Bus. Planning (WI) 3 s.h.

Choose 2 from:

ENTR 4262 Small Business Management SL 3 s.h. or

ENTR 4272 Managing the Family Business SL 3 s.h. or

ENTR 4955 Topics in Entrepreneurship 3 s.h. (may be repeated with Director's approval up to 6 hrs) or

ENTR 4995 Internship 1, 2 or 3 s.h. (may be repeated with Director's approval up to 6 hrs)

MINOR OR SPECIALTY AREA (18 s.h.)

18 hours of courses in a minor or specialty area to be selected by the student and approved by the program director based on entrepreneurial interest, with 6 hours of junior level courses (3000 level or above). Student may choose 18 hours from an existing minor or certificate or design a specialized area of focus. Faculty and program director will work closely with students and advisors to ensure appropriate fit between these courses and entrepreneurial interests before acceptance into the BS degree.

LEADERSHIP COMPONENT (9 s.h.)

BUSI 1200 Strategy First 3 s.h.

BUSI 2200 Experiential Leadership: Teams in Action 3 s.h.

BUSI 3200 Professional Development and Ethical Leadership 2 s.h.

BUSI 4200 Leadership Capstone 1 s.h.

ELECTIVES: (as needed to complete 120 s.h.)

**These Courses Require a grade of C or better*



Isley Innovation Hub | Wright 160
phone: 252.737.6763
email: msoe@ecu.edu
web: business.ecu.edu/msoe