

# BUSINESS ADMINISTRATION MAJOR, ENTREPRENEURSHIP CONCENTRATION (B.S.) (COMBINED B.S./M.B.A.)

Entrepreneurs are key to successful economies, communities and countries. New Jersey has always been the home for very entrepreneurial individuals, start-up and larger innovative companies. Johnson & Johnson was born in New Jersey and it continues to be a highly entrepreneurial and innovative company. Students in entrepreneurship learn and practice the latest methods that are used by innovative start-ups and corporations to create successful products and services. So, whether you plan to launch a start-up, or if you are interested in a career in social media or product development at corporations such as Unilever or HelloFresh, the Concentration in Entrepreneurship is the perfect fit for you. Our experiential approach provide students opportunities to learn about:

- Opportunity identification, discovery and development
- Moving from a growth mindset to an entrepreneurial mindset
- Methodologies to “de-risk” opportunities using problem solving skills
- Using customer-discovery methodologies to clarify user wants and needs
- Conducting situation and/or environmental analyses to clarify market attractiveness on the basis of data
- Creating physical and virtual prototypes as part of lean startup and “effectuation” models
- Differentiating between agile planning models and the role of strategy in the evolution of the firm
- Identifying and establishing defensible and entrepreneurial endeavors through paradigm formation and innovation frameworks
- Understanding the firm lifecycle and changing resource needs as companies grow
- Iterating or pivoting towards a sustainable business models, and the role of sustainability in responsible entrepreneurship
- Communicating a business concept through a formal pitch

The Entrepreneurship Concentration is available to students in the Feliciano School of Business.

## Program Requirements

**Requirements for the graduate portion of this dual degree program can be found here (<http://catalog.montclair.edu/programs/business-admin-graduate-combined-ba-mba/>).**

Students must complete General Education requirements (<http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs/>) and World Languages and Cultures Requirements (<http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement/>).

Code	Title	Credits
<b>Business Administration Required Core</b>		
<i>Business Fundamentals</i>		
ACCT 204	Fundamentals of Accounting	3
BUGN 280	Strategic Business Communications	3

BSLW 235	Legal, Ethical, and Global Environment of Business	3
INBS 250	Introduction to International Business	3
INFO 290	Technology in Business	3
<i>Integrated Core</i>		
BUGN 295	Elements of Business	3
FINC 300	Integrated Core: Finance	3
MGMT 300	Integrated Core: Management	3
MKTG 300	Integrated Core: Marketing	3
INFO 300	Integrated Core: Operations Management	3
MGMT 439	Applied Business Strategy	3
<b>Entrepreneurship Concentration</b>		
ENTR 201	The Entrepreneurial Mindset and Innovation	3
ENTR 420	Growing Your Startup Company	3
Select one option:		
ENTR 303	Create and Pitch Your Startup	3
ENTR 301 & ENTR 302	Creating Your Startup Business Model and Preparing to Pitch and Launch Your Startup	3
<i>Concentration Electives</i>		
Select 3 courses from the following:		
ENTR 260	Introduction to Innovation and 3D Printing	3
ENTR 350	Entrepreneurship Cooperative Education	3
ENTR 360	Advanced Innovation and Digitally Mediated Making	3
ENTR 401	The Legal Entrepreneurial Journey	3
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3
ENTR 491	Independent Study in Entrepreneurship	3
ECON 206	Managerial Economics	3
ECON 301	Money and Banking	3
FINC 322	Capital Budgeting Management	3
FINC 425	Working Capital Management	3
HSET 250	Introduction to Hospitality and Tourism	3
HSET 315	International Tourism Marketing and Management	3
HSET 320	Sports Marketing	3
HSET 321	Event Marketing and Management I	3
INBS 347	Export/Import Marketing Process	3
INFO 370	Pricing Analytics and Revenue Management	3
MGMT 305	Negotiations in the Workplace	3
MGMT 315	Organizational Behavior	3
MGMT 316	Human Resource Management	3
MGMT 318	Leadership	3
MGMT 331	Family Business	3
MGMT 335	Small Business Management	3
MGMT 436	Strategic Project Management	3
MKTG 250	Professional Selling	3
MKTG 307	Retail Marketing and Management	3
MKTG 310	Services Marketing	3
MKTG 325	Practicum in E-Retailing	3
MKTG 341	Consumer Behavior	3
MKTG 342	Sales Management	3
MKTG 343	Direct Marketing	3
MKTG 344	Integrated Marketing Communications	3
MKTG 360	Brand Management	3

MKTG 442	Marketing Research		ENTR 320	Marketing for Entrepreneurs	3
MKTG 446	Marketing Strategy and Implementation		ENTR 350	Entrepreneurship Cooperative Education	1-3
MKTG 482	Independent Owned and Franchised Retailing		ENTR 360	Advanced Innovation and Digitally Mediated Making	3
MKTG 489	Internet and Social Media Marketing		ENTR 401	The Legal Entrepreneurial Journey	3
REAL 204	Real Estate Principles and Practice		ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3
REAL 305	Commercial Real Estate Analysis		ENTR 491	Independent Study in Entrepreneurship	3
REAL 360	Mortgage and Fixed Income Analysis		<i>Finance</i>		
REAL 405	Real Estate Development		FINC 209	Personal Finance	3
<b>Major Electives</b>			FINC 221	Introduction to Finance	3
Complete 2 courses from the list below:			FINC 322	Capital Budgeting Management	3
			FINC 326	Investment Principles and Portfolio Theory	3
<b>Business Administration Collaterals</b>			FINC 327	International Financial Management <sup>1</sup>	3
ECON 101	Applied Macroeconomics	3	FINC 350	Special Topics in Finance	3
ECON 102	Applied Microeconomics	3	FINC 410	Computer Applications in Economics and Finance	3
INFO 173	Spreadsheet Modeling for Business Decisions	3	FINC 423	Advanced Corporate Finance	3
INFO 240	Statistical Methods in Business	3	FINC 425	Working Capital Management	3
<b>Business Administration Career Learning</b>			FINC 430	Futures/Options, and other Derivatives	3
BUGN 310	Campus to Career Transition I	0	FINC 431	Advanced International Financial Management	3
BUGN 320	Campus To Career Transition II	0	FINC 490	Advanced Investment Analysis	3
BUGN 330	Campus To Career Transition III	0	FINC 491	Cooperative Education in Finance	3-8
BUGN 340	Campus To Career Transition IV	0	FINC 495	Student Managed Fund	3
Total Credits		72	<i>Hospitality and Tourism</i>		
<b>Major Electives</b>			HSET 208	Leisure and Recreation in Society	3
<b>Code</b>	<b>Title</b>	<b>Credits</b>	HSET 250	Introduction to Hospitality and Tourism	3
<i>Economics</i>			HSET 260	Sport Sales	3
ECON 203	Fundamental Mathematics for Economics	3	HSET 302	Managing Facilities in Hospitality, Sports, Events, and Tourism	3
ECON 206	Managerial Economics	3	HSET 315	International Tourism Marketing and Management	3
ECON 207	Intermediate Microeconomic Analysis	3	HSET 320	Sports Marketing	3
ECON 208	Intermediate Macroeconomic Analysis	3	HSET 321	Event Marketing and Management I	3
ECON 215	The Economics of Social Problems	3	HSET 325	Service Management	3
ECON 221	Economics of Professional Sports	3	HSET 330	Resort and Cruise Management	3
ECON 240	Economics of Time and Mind	3	HSET 335	International Experience in Hospitality, Sports, Events, and Tourism	3
ECON 301	Money and Banking	3	HSET 340	Restaurant Management and Operations	3
ECON 303	Economic Growth and Development	3	HSET 350	Club Management	3
ECON 308	Public Finance	3	HSET 356	Entertainment, Theme Park, and Attractions Industries	3
ECON 310	Urban and Regional Economics	3	HSET 360	Casino Management	3
ECON 311	Labor Economics	3	HSET 365	Event Marketing and Management II	3
ECON 314	Development of Economic Thought	3	HSET 375	Property and Community Association Management	3
ECON 317	Quantitative Methods for Economics	3	HSET 380	Lodging Management	3
ECON 370	International Economics	3	HSET 390	Food and Beverage Management	3
ECON 371	World Trade and Investment	3	HSET 392	Special Topics in Hospitality Management	1-3
ECON 390	Applied Econometrics	3	HSET 480	Revenue Management in Hospitality, Sports, Events, and Tourism	3
ECON 401	Financial Institutions	3	<i>International Business</i>		
ECON 405	Economic Development of Sub-Saharan Africa	3	INBS 347	Export/Import Marketing Process	3
ECON 407	Economics of Industrial Organization	3	INBS 349	International Marketing	3
ECON 408	Strategic Thinking and Game Theory	3	INBS 350	Cross-Cultural Behavior and Negotiation	3
ECON 410	Computer Applications in Economics and Finance	3			
ECON 412	Business Forecasting and Analytics	3			
ECON 422	Globalization and World Development	3			
<i>Entrepreneurship</i>					
ENTR 260	Introduction to Innovation and 3D Printing	3			
ENTR 290	Special Topics in Entrepreneurship	3			
ENTR 310	Entrepreneurial Accounting and Finance	3			

INBS 440	International Retailing	3	MGMT 356	Cross-Cultural Behavior and Management	3
INBS 482	International Business Co-op Ed	3	MGMT 363	Business and Society	3
Information and Decision Science			MGMT 392	Management Cooperative Education	3
INFO 230	Introduction to Business Co-Op Work Exp (3 credits may be taken)	3	MGMT 414	Management Theories: Behavioral Approaches	3
INFO 301	Business Decision Making	3	MGMT 415	Organizational Theory: Macro Approaches	3
INFO 306	Introduction to Web Development	3	MGMT 416	Global Talent Management	3
INFO 310	Database Management Systems	3	MGMT 417	Compensation Management	3
INFO 315	Production and Industrial Analysis	3	MGMT 431	Strategic Business Execution	3
INFO 342	Information Technology Infrastructure	3	MGMT 433	Entrepreneurship and Innovation	3
INFO 350	Quality Improvement	3	MGMT 434	Comparative Management Systems	3
INFO 351	Fundamentals of Project Management	3	MGMT 435	Organizational Development and Change	3
INFO 357	Introduction to Data Ecosystems	3	MGMT 436	Strategic Project Management	3
INFO 360	MIS Co-Op	3	MGMT 491	Business Consulting	3
INFO 361	Information Technology Projects	3	MGMT 492	Special Topics in Management	1-3
INFO 363	Inferential Statistical Methods with Business Applications	3	MGMT 495	Contemporary Issues in Management	3
INFO 364	Regression Modeling in Business	3	<i>Marketing</i>		
INFO 365	Foundations of Business Analytics	3	MKTG 240	Introduction to Marketing	3
INFO 366	Managing Big Data	3	MKTG 250	Professional Selling	3
INFO 367	Structured Data Analytics	3	MKTG 307	Retail Marketing and Management	3
INFO 368	Unstructured Data Analytics	3	MKTG 309	Buying and Distribution Strategies	3
INFO 369	Decision and Risk Analysis	3	MKTG 310	Services Marketing	3
INFO 370	Pricing Analytics and Revenue Management	3	MKTG 325	Practicum in E-Retailing	3
INFO 372	Management Science	3	MKTG 339	Creative Process in Marketing	3
INFO 386	Supply Chain Management	3	MKTG 341	Consumer Behavior	3
INFO 400	Business Analytics Capstone Practicum	3	MKTG 342	Sales Management	3
INFO 412	Management for Information Systems Continuity	3	MKTG 343	Direct Marketing	3
INFO 414	Information Security System Management	3	MKTG 344	Integrated Marketing Communications	3
INFO 416	Business Process Analysis and Enterprise Systems	3	MKTG 345	Nonprofit Operations and Marketing	3
INFO 440	Data Analysis and Visualization	3	MKTG 350	Pharmaceutical and Health Care Marketing	3
INFO 463	Essential Research and Data Analysis Methods	3	MKTG 351	Retail Co-op Education	3
INFO 470	Electronic Commerce: Creating Business Value Using Information Technology	3	MKTG 360	Brand Management	3
INFO 474	Business Forecasting	3	MKTG 365	Sustainability and Green Marketing	3
INFO 475	Quantitative Decision Making for Business	3	MKTG 399	Business Work Experience II	3-6
INFO 476	Data Mining for Business	3	MKTG 443	Sales Leadership Negotiation	3
INFO 488	Business Application with Artificial Intelligent (AI) Systems	3	MKTG 444	Distribution and Logistics Management	3
INFO 491	Independent Study in Information Systems	3	MKTG 447	Marketing Analytics	3
INFO 492	Special Topics in Information Systems	1-3	MKTG 448	Marketing Consulting	3
INFO 496	Advanced Systems Analysis and Design	3	MKTG 451	Internship in Retail Management	3
<i>Management</i>			MKTG 482	Independent Owned and Franchised Retailing	3
MGMT 305	Negotiations in the Workplace	3	MKTG 483	Seminar in Retail Management	3
MGMT 314	Corporate Social Responsibility: Global Strategies	3	MKTG 489	Internet and Social Media Marketing	3
MGMT 315	Organizational Behavior	3	MKTG 490	Marketing Co-op Ed	3
MGMT 316	Human Resource Management	3	MKTG 492	Independent Study in Marketing	1-3
MGMT 318	Leadership	3	MKTG 493	Special Topics in Marketing	1-3
MGMT 327	Training, Development, and Career Planning	3	<i>Real Estate</i>		
MGMT 331	Family Business	3	REAL 204	Real Estate Principles and Practice	3
MGMT 332	Diversity In Business	3	REAL 305	Commercial Real Estate Analysis	3
MGMT 335	Small Business Management	3	REAL 360	Mortgage and Fixed Income Analysis	3
			REAL 405	Real Estate Development	3
			REAL 460	Real Estate Investments	3

## M.B.A. Swing Courses taken at the undergraduate level

Upon admission to the dual degree program, students will be provided with a cohort sequence and a student code which will allow them to enroll in a specific list of 6 credits (3 or 4 courses) from the list. These courses will also count toward the M.B.A. program requirements.

<b>Code</b>	<b>Title</b>	<b>Credits</b>
ACCT 560	Accounting for Business Managers	3
ECON 562	Macroeconomics Analysis and Public Policy	1.5
ECON 563	Managerial Economics	1.5
INBS 561	Emerging Trends in Global Markets	1.5
INFO 561	Foundations of Data Analytics	1.5
INFO 562	Operations Analytics	1.5
INFO 563	Information Systems Strategy and Innovation	3
INFO 564	Operations and Supply Chain Management	1.5
MGMT 561	Achieving Competitive Advantage	1.5
MGMT 567	Business Growth Strategy	1.5
MKTG 561	Applied Marketing Management	1.5
MKTG 562	Market Analysis and Customer Insight	1.5
MKTG 563	Sustainability and Corporate Responsibility	1.5