

ENTREPRENEURSHIP CONCENTRATION - BUSINESS ADMINISTRATION (B.S.)

The **Entrepreneurship concentration in the Business Administration major** is cross-disciplinary, focusing on the challenges of establishing and managing new and growing ventures. The experiential approach of this concentration provides students opportunities to learn about:

- Opportunity identification, discovery and development
- Moving from a growth mindset to an entrepreneurial mindset, creating physical and virtual prototypes as part of lean startup and “effectuation” models
- Methodologies to “de-risk” opportunities using problem solving skills
- Understanding the firm lifecycle and changing resource needs as companies grow
- Iterating or pivoting towards a sustainable business model, and the role of sustainability in responsible entrepreneurship
- Communicating a business concept through a formal pitch

Entrepreneurship means having the readiness to develop, organize, and run a business enterprise and tackle any of its uncertainties to make a profit. This concentration is well suited for students who want to start a business, or who dream of working at a big company and want to stand out as an entrepreneurial employee.

Admission Criteria:

Overall GPA – 3.0

120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA.

Program Requirements Overview

Code	Title	Credits
	General Education Requirements	30
	World Languages and Cultures Requirements	3-9
	Major Requirements	42
	Concentration Requirements	27
	Free Electives	18-12
Total Credits		120

Major Requirements

Code	Title	Credits
Business Administration Required Core		
<i>Business Fundamentals</i>		
ACCT 204	Fundamentals of Accounting (Students in the Finance concentration take ACCT 201)	3
or ACCT 201	Fundamentals of Financial Accounting	
BSLW 235	Legal, Ethical, and Global Environment of Business	3
BCOM 280	Strategic Business Communications	3
INFO 290	Technology in Business	3
MGMT 201	Business Ethics and Social Impact	3
MGMT 439	Applied Business Strategy	3
<i>Integrated Core</i>		

FINC 300	Integrated Core: Finance	3
INFO 300	Integrated Core: Operations Management	3
MGMT 300	Integrated Core: Management	3
MKTG 300	Integrated Core: Marketing	3
<i>Collateral Courses</i>		
ECON 101	Applied Macroeconomics	3
ECON 102	Applied Microeconomics	3
INFO 173	Spreadsheet Modeling for Business Decisions	3
INFO 240	Statistical Methods in Business	3
Business Administration Career Learning		
BUGN 310	Campus to Career Transition Course I: Prepare for Your Career	0
BUGN 320	Campus to Career Transition Course II: On the Job Success	0
Total Credits		42

Entrepreneurship Concentration Requirements

Code	Title	Credits
Required Concentration Courses		
ENTR 201	The Entrepreneurial Mindset and Innovation	3
ENTR 301	Creating Your Startup Business Model	3
ENTR 302	Preparing to Pitch and Launch Your Startup	3
ENTR 420	Growing Your Startup Company	3
Concentration Electives		
Complete 9 credits from the following:		9
ENTR 260	Introduction to Innovation and 3D Printing	
ENTR 320	Marketing for Entrepreneurs	
ENTR 350	Entrepreneurship Cooperative Education	
ENTR 360	Advanced Innovation and Digitally Mediated Making	
ENTR 401	The Legal Entrepreneurial Journey	
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	
ENTR 491	Independent Study in Entrepreneurship	
MGMT 331	Family Business	
MGMT 335	Small Business Management	
MGMT 363	Business and Society	
MGMT 436	Strategic Project Management	
MKTG 241	Consumer Behavior	
MKTG 250	Professional Selling	
MKTG 342	Sales Management	
MKTG 482	Independent Owned and Franchised Retailing	
Business Administration Major Electives		6
Complete 6 credits of major electives from the list below. Required concentration courses may not be used as major electives.		
Total Credits		27

Business Administration Major Electives

Code	Title	Credits
Required or elective concentration courses will not count as major electives		
Cooperative Education		
COED 401	Cooperative Education Experience I	3-8

COED 402	Cooperative Education Experience II	3-8	HSET 325	Service Management	3
COED 403	Cooperative Education Experience III	3-8	HSET 330	Resort and Cruise Management	3
COED 404	Cooperative Education Experience IV	3-8	HSET 335	International Experience in Hospitality, Sports, Events, and Tourism	3
Economics			HSET 340	Restaurant Management and Operations	3
Entrepreneurship			HSET 350	Club Management	3
ENTR 201	The Entrepreneurial Mindset and Innovation	3	HSET 353	Legal Issues in Hospitality and Tourism	3
ENTR 260	Introduction to Innovation and 3D Printing	3	HSET 354	Analytics for Sports and Entertainment Industries	3
ENTR 290	Special Topics in Entrepreneurship	3	HSET 355	Hospitality, Sports, Events, and Tourism Co-op Ed	3
ENTR 301	Creating Your Startup Business Model	3	HSET 356	Entertainment, Theme Park, and Attractions Industries	3
ENTR 302	Preparing to Pitch and Launch Your Startup	3	HSET 360	Casino Management	3
ENTR 303	Create and Pitch Your Startup	6	HSET 365	Event Marketing and Management II	3
ENTR 310	Entrepreneurial Accounting and Finance	3	HSET 366	Hospitality Financial Management	3
ENTR 320	Marketing for Entrepreneurs	3	HSET 370	Customer Relationship Management (CRM) Technologies in Hospitality	3
ECON 322	Health Economics and Policy	3	HSET 375	Property and Community Association Management	3
ENTR 350	Entrepreneurship Cooperative Education	1-3	HSET 380	Lodging Management	3
ENTR 360	Advanced Innovation and Digitally Mediated Making	3	HSET 385	Human Resource Management in Hospitality, Sports, Events, and Tourism	3
ECON 381	Global Economies and Markets	3	HSET 390	Food and Beverage Management	3
ENTR 401	The Legal Entrepreneurial Journey	3	HSET 392	Special Topics in Hospitality Management	1-6
ENTR 420	Growing Your Startup Company	3	HSET 395	Information Systems and Technology in Hospitality, Sports, Events, and Tourism	3
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3	HSET 480	Revenue Management in Hospitality, Sports, Events, and Tourism	3
ENTR 491	Independent Study in Entrepreneurship	3	HSET 492	Independent Study in Hospitality, Sports, Events, and Tourism	1-3
Finance			HSET 493	Special Topics in Leisure and Tourism	3
FINC 209	Personal Finance	3	International Business		
FINC 221	Introduction to Finance	3	INBS 250	Introduction to International Business	3
FINC 318	Introduction to Financial Planning	3	INBS 347	Export/Import Marketing Process	3
FINC 322	Corporate Finance	3	INBS 349	International Marketing	3
FINC 326	Investments	3	INBS 350	Cross-Cultural Behavior and Negotiation	3
FINC 327	International Financial Management	3	INBS 440	International Retailing	3
FINC 350	Special Topics in Finance	3	INBS 482	International Business Co-op Ed	3
FINC 361	Financial Technology	3	Information and Decision Science		
FINC 372	Securities Industry Essentials	3	INFO 230	Introduction to Business Co-Op Work Exp	3-6
FINC 391	Blockchain and Cryptoassets for Finance	3	INFO 299	Special Topics in Data and Technology	3
FINC 410	Computer Applications in Economics and Finance	3	INFO 301	Business Decision Making	3
FINC 423	Advanced Corporate Finance	3	INFO 306	Introduction to Web Development	3
FINC 425	Working Capital Management	3	INFO 342	Information Technology Infrastructure	3
FINC 430	Financial Derivatives	3	INFO 351	Fundamentals of Project Management	3
FINC 431	Advanced International Financial Management	3	INFO 360	MIS Co-Op	3
FINC 490	Advanced Investment Analysis	3	INFO 361	Information Technology Projects	3
FINC 491	Cooperative Education in Finance	3-8	INFO 366	Managing Big Data and Cloud Computing	3
FINC 495	Student Managed Fund	3	INFO 367	Introduction to Data Mining	3
Hospitality and Tourism			INFO 390	Digital Transformation	3
HSET 208	Leisure and Recreation in Society	3	INFO 391	Blockchain Technology	3
HSET 250	Introduction to Hospitality and Tourism	3	INFO 395	Business Analytics and Artificial Intelligence Strategy	3
HSET 255	Professional Development in Hospitality, Sports, Events, Tourism	3	INFO 414	Information Security System Management	3
HSET 260	Sport Sales	3			
HSET 302	Managing Facilities in Hospitality, Sports, Events, and Tourism	3			
HSET 315	International Tourism Marketing and Management	3			
HSET 320	Sport Marketing	3			
HSET 321	Event Marketing and Management I	3			

INFO 416	Business Process Analysis and Enterprise Systems	3
INFO 470	Electronic Commerce: Creating Business Value Using Information Technology	3
INFO 476	Data Mining for Business	3
INFO 488	Business Application with Artificial Intelligent (AI) Systems	3
INFO 491	Independent Study in Information Systems	3
INFO 492	Special Topics in Information Systems	1-3
INFO 496	Advanced Systems Analysis and Design	3
Management		
MGMT 295	Elements of Business	3
MGMT 305	Negotiations in the Workplace	3
MGMT 314	Corporate Social Responsibility: Global Strategies	3
MGMT 315	Organizational Behavior	3
MGMT 316	Human Resource Management	3
MGMT 318	Leadership	3
MGMT 327	Training, Development, and Career Planning	3
MGMT 331	Family Business	3
MGMT 332	Diversity In Business	3
MGMT 335	Small Business Management	3
MGMT 356	Cross-Cultural Behavior and Management	3
MGMT 363	Business and Society	3
MGMT 392	Management Cooperative Education	3
MGMT 415	Organizational Theory: Macro Approaches	3
MGMT 416	Global Talent Management	3
MGMT 417	Total Rewards: Compensation and Benefits	3
MGMT 431	Strategic Business Execution	3
MGMT 433	Entrepreneurship and Innovation	3
MGMT 436	Strategic Project Management	3
MGMT 491	Business Consulting	3
MGMT 492	Special Topics in Management	1-3
Marketing		
MKTG 241	Consumer Behavior	3
MKTG 250	Professional Selling	3
MKTG 307	Retail Marketing and Management	3
MKTG 309	Buying and Distribution Strategies	3
MKTG 310	Services Marketing	3
MKTG 322	Customer Relationship Management Practicum	3
MKTG 325	Practicum in E-Retailing	3
MKTG 342	Sales Management	3
MKTG 344	Integrated Marketing Communications	3
MKTG 345	Nonprofit Operations and Marketing	3
MKTG 348	Digital Marketing	3
MKTG 350	Pharmaceutical and Health Care Marketing	3
MKTG 351	Retail Co-op Education	3
MKTG 360	Brand Management	3
MKTG 365	Sustainability Marketing	3
MKTG 441	Digital Selling	3
MKTG 442	Marketing Research	3
MKTG 443	Sales Leadership and Negotiation	3
MKTG 446	Marketing Strategy and Implementation	3
MKTG 447	Marketing Analytics	3

MKTG 451	Internship in Retail Management	3
MKTG 482	Independent Owned and Franchised Retailing	3
MKTG 483	Seminar in Retail Management	3
MKTG 490	Marketing Co-op Ed	3
MKTG 492	Independent Study in Marketing	1-3
MKTG 493	Special Topics in Marketing	1-3

Real Estate

REAL 204	Real Estate Principles and Practice	3
REAL 305	Commercial Real Estate Analysis	3
REAL 360	Mortgage and Fixed Income Analysis	3
REAL 405	Real Estate Development	3
REAL 460	Real Estate Investments	3
ECON 201	Data Analysis Tools in Economics and Business	3
ECON 203	Fundamental Mathematics for Economics	3
ECON 206	Managerial Economics	3
ECON 207	Intermediate Microeconomic Analysis	3
ECON 208	Intermediate Macroeconomic Analysis	3
ECON 215	The Economics of Social Problems	3
ECON 221	Economics of Professional Sports	3
ECON 224	Financial Economics	3
ECON 240	Economics of Time and Mind	3
ECON 301	Money and Banking	3
ECON 303	Economic Growth and Development	3
ECON 308	Public Finance	3
ECON 310	Urban and Regional Economics	3
ECON 311	Labor Economics	3
ECON 314	Development of Economic Thought	3
ECON 317	Optimization Methods for Economics	3
ECON 321	Economics of Industrial Organization	3
ECON 324	Capital Markets and Financial Institutions	3
ECON 370	International Economics	3
ECON 371	World Trade and Investment	3
ECON 381	Global Economies and Markets	3
ECON 390	Applied Econometrics	3
ECON 395	Business Forecasting and Analytics	3
ECON 398	Economics Independent Study	1-3
ECON 405	Economic Development of Sub-Saharan Africa	3
ECON 408	Strategic Thinking and Game Theory	3
ECON 422	Globalization and World Development	3
ECON 430	International Macroeconomic Policy	3

General Education Requirements

Click here for a list of courses that fulfill General Education categories. (<http://catalog.montclair.edu/programs/general-education-requirements-ba-bs/>)

Code	Title	Credits
A. New Student Seminar		
	Complete a 1 credit New Student Seminar course.	1
C. Communication		
	1. Writing	3
	2. Literature	3
	3. Communication	3

D. Fine and Performing Arts

Complete a 3 credit Fine and Performing Arts course. 3

F. Humanities

1. *Great Works and Their Influences* 3

2. *Philosophical and Religious Perspectives* 3

G. Computer Science

INFO 173 Spreadsheet Modeling for Business Decisions (Fulfilled in the major.)

H. Mathematics

INFO 240 Statistical Methods in Business (Fulfilled in the major.)

I. Natural Science Laboratory

Complete a 4 credit Natural Science Laboratory course. 4

J. Physical Education

Complete a 1 credit Physical Education course. 1

K. Social Science

1. *American and European History* 3

2. *Global Cultural Perspectives* 3

3. *Social Science Perspectives*

ECON 101 Applied Macroeconomics (Fulfilled in the major.)

L. Interdisciplinary Studies

ECON 102 Applied Microeconomics (Fulfilled in the major.)

Total Credits 30

World Languages and Cultures Requirements

Click here for a list of courses that fulfill World Languages and Cultures categories. (<http://catalog.montclair.edu/programs/world-languages-and-cultures-requirements/>)

Code	Title	Credits
------	-------	---------

World Languages

Based on language placement exam, complete one or two sequential 3-6 courses in the same language. **Requirement is automatically fulfilled by language major courses.**

World Cultures

Requirement may be fulfilled by course selected in General Education 0-3 - Social Science: Global Cultural Perspectives. Requirement may also be fulfilled by major coursework. See list of courses.

Total Credits 3-9

Recommended Roadmap to Degree Completion

This four-year plan is provided as an outline for students to follow in order to complete their degree requirements within four years. This plan is a recommendation and students should only use it in consultation with their academic advisor.

First Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (A) New Student Seminar	1	GENERAL EDUCATION: (C2) Literature	3

GENERAL EDUCATION: (C1) Writing	3	ECON 101	3
GENERAL EDUCATION: (C3) Communication	3	INFO 240	3
ECON 102	3	INFO 290	3
INFO 173	3	MGMT 201	3
Free Elective or MATH 100 if needed	3		
16		15	

Second Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (K1) Social Science – American and European History	3	BUGN 310	0
World Language 1	3	ENTR 201	3
ACCT 204	3	FINC 300	3
BSLW 235	3	INFO 300	3
BCOM 280	3	MGMT 300	3
		MKTG 300	3
15		15	

Third Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (F1) Humanities – Great Works and Their Influences	3	GENERAL EDUCATION: (K2) Social Science – Global Cultural Perspectives	3
GENERAL EDUCATION (I) Natural Science Laboratory	4	World Language 2	3
ENTR 301	3	ENTR 420	3
ENTR 302	3	Concentration Elective	3
Concentration Elective	3	Major Elective	3
16		15	

Fourth Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (J) Physical Education	1	GENERAL EDUCATION: (D) Fine and Performing Arts	3
MGMT 439	3	GENERAL EDUCATION (F2) Humanities – Philosophical and Religious Perspectives	3
BUGN 320	0	World Cultures	3
Concentration Elective	3	Free Elective	3
Business Major Elective	3	Free Elective	3
Free Elective	3		
13		15	

Total Credits 120