

# BUSINESS ADMINISTRATION MAJOR: ENTREPRENEURIAL STUDIES OPTION (B.S.)

<https://paulcollege.unh.edu/node/440>

## Description

The **Option in Entrepreneurial Studies** is designed for students who intend to start a business, work for a new venture, or become involved in a new venture creation within an established organization. The option fosters an entrepreneurial culture throughout the program and the priority is real-world learning in the innovative environment of entrepreneurial ventures.

The focus is on innovation and creativity with the goal of exposing students to all the facets of running an innovative business. The program includes active student participation, a seminar format, and several guest speakers. Each student participates in a senior project and an internship at an entrepreneurial company.

## Requirements

A typical plan of study follows, showing the major-required courses. Students take 16-18 credits per semester. Discovery Program requirements (including the Inquiry requirement in the first two years) and elective courses are taken as well. Students are expected to follow this course plan. In the first three semesters, students cannot take more than two major courses in a single semester. The options have different requirements, which are provided below. For a detailed schedule/plan of study for each option, students should check with the Paul College Undergraduate Programs and Advising Office for specific recommendations.

Code	Title	Credits
<b>Business Administration core requirements:</b>		
ADMN 400	Introduction to Business	4
ADMN 403	Computing Essentials for Business	1
ADMN 410	Management Information Systems	4
ADMN 420	Business Statistics	4
ADMN 502	Financial Accounting	4
ADMN 503	Managerial Accounting	4
ADMN 570	Introduction to Financial Management	4
ADMN 575	Behavior in Organizations	4
ADMN 580	Quantitative Decision Making	4
ADMN 585	Marketing	4
ADMN 703	Strategic Management: Decision Making <sup>1</sup>	4
ECON 401	Principles of Economics (Macro)	4
ECON 402	Principles of Economics (Micro)	4
MATH 420	Finite Mathematics	4
	or MATH 424A Calculus for Social Sciences	
PHIL 430	Ethics and Society	4
PAUL 405	Freshman Academic Experience I	1
PAUL 406	Freshman Academic Experience II	1

<sup>1</sup> This is the capstone course in the business administration program, and satisfies the capstone requirement of the Discovery Program.

Depending on the choice of option and the specific requirements thereof, students may be able to take PAUL or non-PAUL electives in their junior or senior year.

## Option in Entrepreneurial Studies

### Required

MKTG 763	Marketing Analytics	4
or MKTG 764	New Product Development	
DS 741	Private Equity/Venture Capital	4
DS/MGT 742	Internship in Entrepreneurial and Management Practice	4
MGT 732	Exploration in Entrepreneurial Management	4
<b>Total Credits</b>		<b>16</b>