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

https://paulcollege.unh.edu/business-administration/program/bs/business-administration-major-entrepreneurial-studies-option

Description

The Option in Entrepreneurial Studies is designed for students interested in entrepreneurship and creativity and who seek to learn about starting high growth business, working for a new venture, investing in start-ups or becoming involved in a new venture creation within an established organization. The ES option fosters an entrepreneurial culture throughout the program with a priority on applied learning in the dynamic environment of entrepreneurial ventures. Students apply what they’ve learned to a senior project and in conducting due diligence for investors. The ES option studies entrepreneurship from the entrepreneurs, employees and the investor’s perspective.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: No

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major 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 additional requirements as noted. 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.

Option in Entrepreneurial Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 763</td>
<td>Marketing Analytics</td>
<td>4</td>
</tr>
<tr>
<td>or MKTG 764</td>
<td>New Product Development</td>
<td>4</td>
</tr>
<tr>
<td>DS 741</td>
<td>Private Equity/Venture Capital</td>
<td>4</td>
</tr>
<tr>
<td>DS 742</td>
<td>Internship in Entrepreneurial and Management Practice</td>
<td>4</td>
</tr>
<tr>
<td>MGT 733</td>
<td>Launching New Ventures</td>
<td>4</td>
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Total Credits: 16

Student Learning Outcomes

- Students will demonstrate proficiency in the core content areas of business.
- Students will think critically to address business situations.
- Students will demonstrate communication skills to interact effectively in business situations.
- Students will identify and understand the ethical dimensions and implications of business decisions.
- Students will demonstrate the ability to analyze a business situation by applying a multiple stakeholder lens.
- Students will demonstrate an understanding of business practices as they relate to local, national and global competitiveness.