

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.

Code	Title	Credits
Required Courses		
ADMN 403	Computing Essentials for Business	1
ADMN 401W	Introduction to Responsible Business Management	4
ADMN 410	Management Information Systems	4
ADMN 502	Financial Accounting	4
ADMN 503	Managerial Accounting	4
ADMN 510	Business Analytics and Statistics	4
ADMN 570	Introduction to Financial Management	4
ADMN 575	Behavior in Organizations	4
ADMN 580	Quantitative Decision Making	4
ADMN 585	Marketing	4

ECON 401	Principles of Economics (Macro)	4
ECON 402	Principles of Economics (Micro)	4
MATH 422 or MATH 424A	Mathematics for Business Applications Calculus for Social Sciences	4
PAUL 405	Freshman Academic Experience I	1
PAUL 406	Freshman Academic Experience II	1
PAUL 660	BiP-Social Intelligence Topics ²	2
PAUL 670	BiP-Analytical Intelligence Topics ²	2
PAUL 680	BiP-Competitive Intelligence Topics ²	2
PAUL 690	BiP-Professional Intelligence Topics ²	2
Capstone		
ADMN 775	Strategic Management: Decision Making ¹	4

¹ This is the capstone course in the business administration program, and satisfies the capstone requirement of the Discovery Program. Students may be required to concurrently enroll in ADMN 700 PAUL Assessment of Core Knowledge (zero credits) for AACSB accreditation purposes.

² Students may satisfy PAUL 660, PAUL 670, PAUL 680, PAUL 690 requirements through other courses/experiences with approved intelligence attributes assigned.

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

Code	Title	Credits
Required		
MGT 636	Introduction to Entrepreneurship	4
DS 741	Startup Analytics	4
DS 743	Venture Scaling Strategies	4
MGT 733	Launch Ready: The Entrepreneur's Capstone	4
Elective		
Select one course from the following:		4
MKTG 763	Marketing Analytics	
MKTG 764	New Product Development	
MKTG 760	International Marketing	
FIN 701	Financial Policy	
FIN 705	Financial Institutions	
FIN 711	Investment Banking	
ACC 620	Topics in Accounting	
ACC 623	Advanced Managerial Accounting	
ACC 627	Financial Statement Analysis	
DS 772	Predictive Analytics and Modeling	
SC 680	Global Supply Chain Management	
MGT 666	Strategic Negotiation and Conflict Management	
MGT 755	Global Mindset for Sustainable Business	
HMG 756	International Franchising	
HMG 698	Topics	
HMG 758	Revenue Management: The Art of Pricing	
Total Credits		20

Degree Plan

Sample Degree Plan

This sample degree plan serves as a general guide; students collaborate with their academic advisor to develop a personalized degree plan to meet their academic goals and program requirements.

First Year

Fall		Credits
ECON 401 or ECON 402	Principles of Economics (Macro) or Principles of Economics (Micro)	4
ADMN 401W or ADMN 410	Introduction to Responsible Business Management or Management Information Systems	4
MATH 422 or MATH 424A	Mathematics for Business Applications or Calculus for Social Sciences	4
Discovery		4
ADMN 403	Computing Essentials for Business	1
PAUL 405	Freshman Academic Experience I	1
Credits		18

Spring

ADMN 410 or ADMN 401	Management Information Systems or	4
ECON 402 or ECON 401	Principles of Economics (Micro) or Principles of Economics (Macro)	4
ENGL 401	First-Year Writing	4
Discovery		4
PAUL 406	Freshman Academic Experience II	1
Credits		17

Second Year

Fall		
ADMN 502	Financial Accounting	4
ADMN 510	Business Analytics and Statistics	4
Discovery		4
Discovery		4
Credits		16

Spring

ADMN 503	Managerial Accounting	4
ADMN 585 or ADMN 575	Marketing or Behavior in Organizations	4
Discovery		4
Discovery		4
PAUL 660 or PAUL 690	BiP-Social Intelligence Topics or BiP-Professional Intelligence Topics	2
Credits		18

Third Year

Fall		
ADMN 575 or ADMN 585	Behavior in Organizations or Marketing	4
ADMN 570 or ADMN 580	Introduction to Financial Management or Quantitative Decision Making	4
MGT 636	Introduction to Entrepreneurship	4
Discovery		4
BiP Business in Practice (PAUL 660, 670, 680 or 690)		2
Credits		18

Spring

ADMN 580 or ADMN 570	Quantitative Decision Making or Introduction to Financial Management	4
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MKTG 763 or MKTG 764 or MKTG 760 or FIN 701 or FIN 705 or FIN 711 or ACC 620 or ACC 623 or ACC 627 or DS 772 or SC 680 or MGT 666 or MGT 755 or HMGT 756 or HMGT 758 or HMGT 698	Marketing Analytics or New Product Development or International Marketing or Financial Policy or Financial Institutions or Investment Banking or Topics in Accounting or Advanced Managerial Accounting or Financial Statement Analysis or Predictive Analytics and Modeling or Global Supply Chain Management or Strategic Negotiation and Conflict Management or Global Mindset for Sustainable Business or International Franchising or Revenue Management: The Art of Pricing or Topics	4
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Course selected in consultation with advisor ¹	4
Course selected in consultation with advisor ¹	4
BiP Business in Practice (PAUL 660, 670, 680 or 690)	2
Credits	18

Fourth Year

Fall		
DS 741	Startup Analytics	4
DS 743	Venture Scaling Strategies	4
Course selected in consultation with advisor ¹		4
Course selected in consultation with advisor ¹		4
BiP Business in Practice (PAUL 660, 670, 680 or 690)		2
Credits		18

Spring

ADMN 775 & ADMN 700	Strategic Management: Decision Making and PAUL Assessment of Core Knowledge	4
MGT 733	Launch Ready: The Entrepreneur's Capstone	4
Course selected in consultation with advisor ¹		4
Course selected in consultation with advisor ¹		4
Credits		16
Total Credits		139

¹ Students can explore a second option, second major, minor, or general electives.

Student Learning Outcomes

Program 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.