B.S. in Entrepreneurship

Academic Program Guide for **New First-Year Students** (Effective Fall 2019)
Department of Management & Entrepreneurship

Students who entered Rowan University prior to Fall 2018 should follow the guide for their program and start year in consultation with their advisor.

Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
  - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  - Rowan Core and Rowan Experience designations are listed in course details in Section Tally (www.rowan.edu/registrar) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

Program-Specific Graduation Requirements for this Major / Degree

- Students must have an overall GPA of 2.5 or better in all courses that satisfy major requirements.

Rowan Core Requirements[1]

*Students must satisfy all **six** Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy.*
With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

○ (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
  ○ COMP 01111 College Composition I (3 sh)   ○ COMP 01112 College Composition II (3 sh)   ○ CMS 04205 Public Speaking (3 sh)
○ (ARTL) Artistic Literacy   *Recommendation from major:*
○ (GLBL) Global Literacy   *Recommendation from major:*   MGT 06330 or MKT 09379 (3 sh counted under major)
○ (HUML) Humanistic Literacy   *Recommendation from major:*   ECON 04101 or ECON 04102 (3 sh counted under non-program)
○ (QNTL) Quantitative Literacy   *Recommendation from major:*   STAT 02260, MATH 03125 or MATH 01130 (3 sh counted under non-program)
○ (SCIL) Scientific Literacy   *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

○ (LIT) Broad-Based Literature Attribute   *Recommendation from major:*
○ (WI) Writing Intensive Attribute   *Recommendation from major:*
○ (RS) Rowan Seminar Attribute[2]   *Recommendation from major:* MGT 06123 (3 sh counted under non-program)

Non-Program Courses (18-19 sh)

Courses in this section must be either: Rowan Core (or former gen. ed.) courses; Rowan Experience courses; or required pre-requisites (not included in the major).

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
ECON 04101	Introduction to Economics - Macroeconomics	Satisfies Humanistic Literacy (HUML)			3
ECON 04102	Introduction to Economics - Microeconomics	Satisfies Humanistic Literacy (HUML)			3
MATH 03125 or MATH 01130	Calculus Techniques and Applications or Calculus I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3 or 4
STAT 02260	Statistics I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3
MGT 06123	Introductory Management Perspectives For The 21st Century	Satisfies Rowan Seminar (RS). Transfer students take a different non-program elective			3
		Gen Ed Computer Science course			3
				Subtotal:	18-19 sh

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[1] The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.
[2] The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Major Requirements (60 sh)

SUMMARY OF MAJOR REQUIREMENTS

- 27 sh of Business Foundational Courses
- 18 sh of Entrepreneurship Required Courses
- 6 sh of Entrepreneurship Electives
- 9 sh of Business Electives
- 60 sh total

BUSINESS FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09200	Principles of Marketing				3
ACC 03210	Principles of Accounting I				3
ACC 03211	Principles of Accounting II				3
MIS 02234	Management Information Systems				3
MGT 98242	Legal Environment of Business				3
MGT 06300	Organizational Behavior				3
FIN 04300	Principles of Finance				3
MGT 06305	Operations Management				3
MGT 06402	Business Policy				3
				Subtotal:	27 sh

ENTREPRENEURSHIP REQUIRED COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
ENT 06240	Entrepreneurship and Innovation				3
ENT 06342 or ENT 06346 or ENT 06450	Financing and Legal Aspects of Entrepreneurship or Social Entrepreneurship or Technology Entrepreneurship				3
ENT 06344	Global Entrepreneurship Growth Strategies	**Not offered every semester**			3
ENT 06426	New Venture Development	**Offered in Fall Only**			3
ENT 06415	Entrepreneurship Capstone Field Study	**Offered in Spring Only**			3
MGT 06330 or MKT 09379	Managing International Business or International Marketing	Satisfies Global Literacy (GLBL)			3
				Subtotal:	18 sh

ENTREPRENEURSHIP ELECTIVES

Choose two courses from the following bank of upper-level Entrepreneurship Electives that have not already been completed. Course availability varies.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
○	ACC 03328	Entrepreneurial Accounting				3
○	ENT 06326	Entrepreneurship and Small Business Mgt.				3
○	ENT 06327	Small and Family Business Venturing				3
○	ENT 06328	Evaluating Franchising Opportunities				3
○	ENT 06346	Social Entrepreneurship				3
○	MGT 06361	Supervised Internship				3
○	ENT 06344	Entrepreneurial Growth Strategies				3
○	ENT 06450	Technology Entrepreneurship				3
					Subtotal:	6 sh

BUSINESS ELECTIVES

Choose three courses from the following bank of courses. Course availability varies.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
○		Entrepreneurship Course or non-required upper-level Business course				

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	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
○		Entrepreneurship Course or non-required upper-level Business course				
○		Entrepreneurship Course or non-required upper-level Business course				
○	JRN 02365	Introduction to Entrepreneurial Media				
○	JRN 02366	Media Metrics and Analytics				
○	MUS 40111	Business of Music I				
○	MUS 40113	Business of Music II				
○	MUS 40315	Entrepreneurship in the Music Industry				
○	PHIL 09222	Business Ethics				
					Subtotal: 9 sh	

Free Electives for this Major/Degree (32-33 sh)

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
					Subtotal:32-33sh

Total Program Credits Required for this Major / Degree: 120 SH