

# B.S. in Entrepreneurship

## Academic Program Guide for New First-Year Students (Effective Fall 2018) 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](http://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<sup>1</sup>

*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:* MKT 09384 (3 sh counted under major)
- (RS) Rowan Seminar Attribute<sup>2</sup>      *Recommendation from major:* MGT 06123 (3 sh counted under non-program)

### Non-Program Courses (minimum 18 sh)

*Courses in this section cannot be in the major department.*

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 (QNTL)			3 or 4
STAT 02260	Statistics I	Satisfies Quantitative Literacy (QNTL)			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 sh

<sup>1</sup> The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

<sup>2</sup> The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

# B.S. in Entrepreneurship

## 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	Financing and Legal Aspects of Entrepreneurship				3
MKT 09384	Research Methods in Marketing	Satisfies Writing Intensive Attribute (WI)			3
ENT 06426	New Venture Development				3
ENT 06415	Management Consulting Field Study				3
MGT 06330 or MKT 09379	Managing International Business or International Marketing	Satisfies Global Literacy (GLBL)			3
Subtotal:					18 sh

### ENTREPRENEURIAL EXPERIENCES ENGAGEMENT COURSE (ENT 06100) – REQUIRED EVERY SEMESTER

Course #	Semester	Credits	Course #	Semester	Credits
<input type="radio"/> ENT 06100	First Semester	0	<input type="radio"/> ENT 06100	Fifth Semester	0
<input type="radio"/> ENT 06100	Second Semester	0	<input type="radio"/> ENT 06100	Sixth Semester	0
<input type="radio"/> ENT 06100	Third Semester	0	<input type="radio"/> ENT 06100	Seventh Semester	0
<input type="radio"/> ENT 06100	Fourth Semester	0	<input type="radio"/> ENT 06100	Eighth Semester	0

### ENTREPRENEURSHIP ELECTIVES

Choose two courses from the following bank of upper-level Entrepreneurship Electives.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> ACC 03328	Entrepreneurial Accounting				3
<input type="radio"/> ENT 06326	Entrepreneurship and Small Business Management				3
<input type="radio"/> ENT 06327	Strategic Issues in Family Business				3
<input type="radio"/> ENT 06328	Evaluating Franchising Opportunities				3
<input type="radio"/> ENT 06346	Social Entrepreneurship				3
<input type="radio"/> MGT 06361	Supervised Internship				3
<input type="radio"/> ENT 06344	Entrepreneurial Growth Strategies				3
<input type="radio"/> ENT 06450	Technology Entrepreneurship				3
Subtotal:					6 sh

# B.S. in Entrepreneurship

## BUSINESS ELECTIVES

Choose three courses from the following bank of courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	Entrepreneurship Course				
<input type="radio"/>	Entrepreneurship Course				
<input type="radio"/>	Entrepreneurship Course				
<input type="radio"/>	MKT 09378 Product, Price, and New Venture Management				
<input type="radio"/>	MKT 09360 Services Marketing				
<input type="radio"/>	MGT 09391 Business to Business Marketing				
<input type="radio"/>	MGT 06304 Organizational Change and Development				
<input type="radio"/>	MGT 06405 Business Management Simulation				
<input type="radio"/>	MIS 02150 Integrated Business Software Tools				
<input type="radio"/>	ACC 03326 Cost Accounting				
<input type="radio"/>	PHIL 09222 Business Ethics				
<input type="radio"/>	THD 07365 Theater Management				
<input type="radio"/>	ECON 04307 Economic Development				
<input type="radio"/>	EDPA 02320 Introduction to Public Administration				
<b>Subtotal: 9 sh</b>					

## Free Electives for this Major/Degree (33 sh)

*Students should choose Free Electives that satisfy any Rowan Core or Rowan Experience requirements that are not fulfilled by Major or Non-Program courses.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<b>Subtotal: 33 sh</b>					

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