



Neeley School  
of Business

## Entrepreneurship and Innovation, BBA

**The entrepreneurship and innovation major requires 21 semester hours.**

Specific Course Requirements (12 semester hours):

ENTR 30303	Entrepreneurial Leadership
ENTR 30533	Entrepreneurial Opportunity Recognition
ENTR 40143	New Venture Development (Prerequisite: ENTR 30533)
ENTR 40243	Raising Entrepreneurial Capital (Prerequisite: ENTR 40143 or Permission)

*ENTR 30533 AND ENTR 40143 have a Writing Emphasis.*

In addition, the student must complete a minimum of 9 semester hours from the following electives, with at least 3 hours comprised of ENTR courses:

ENTR 30543	Entrepreneurial Innovation & Creativity
ENTR 40233	Family Business (offered spring)
ENTR 40313	Values-Centered Entrepreneurship (offered fall)
ENTR 40333	Corporate Entrepreneurship
ENTR 40970	Special Problems in Entrepreneurship and Innovation
FINA 30303	Insurance
INSC 30723	Systems Planning and Process Analysis
INSC 40303	Demand Planning and Management
INSC 40323	Procurement/Supply Management
MANA 40203	Strategic Human Resource Management
MANA 40223	International Management
MANA 40633	Principles of Negotiation
MARK 30113	Marketing Research
MARK 40223	Services Marketing (Prerequisites: MARK 30113 & Permission)
MARK 40243	Product Innovation and Brand Management

(ENTR30773 Entrepreneurship and Energy may not be counted toward the 9 elective hours for Entrepreneurship and Innovation majors. The course may be taken as a free elective.)