

ENTREPRENEURSHIP, B.B.A.

Objectives

The Bachelor of Business Administration Entrepreneurship major at LMU provides undergraduate students with the fundamental theories, critical thinking skills, and real-world awareness necessary to develop their entrepreneurial competencies. The focus of the major is to equip students with an entrepreneurial mindset, state-of-the-art skill set (e.g., entrepreneurial processes), and practical experiences to support their (immediate or eventual) launch into careers as startup entrepreneurs (i.e., founders and/or leaders of new ventures), social entrepreneurs (i.e., founders and/or leaders of social ventures or change agents in society), and corporate entrepreneurs (i.e., "intrapreneurs" or change agents and leaders within established, more traditional organizations).

General CBA Undergraduate learning outcomes:

All CBA Undergraduate Majors have the following common learning goals and learning outcomes:

Learning Goal 1: Students will demonstrate the ability to be ethical leaders, who reflect the tenets of corporate social responsibility as it applies to economic, social and environmental performance in the global community.

LG1-A. Students will be able to explain the interaction and importance of social, economic and environmental forces within and upon business and society.

LG1-B. Students will be able to identify and resolve ethical dilemmas in business situations.

LG1-C. Students will be able to identify and analyze opportunities and challenges faced by organizations in a global marketplace.

Learning Goal 2: Students will use creative and critical thinking skills to adapt to change and solve problems in transdisciplinary ways.

LG2-A. Students will be able to identify problems and apply creative problem-solving skills to address them.

LG2-B. Students will demonstrate critical thinking skills by defining, modeling, analyzing and evaluating complex business problems.

LG2-C. Students will be able to integrate core concepts from different disciplines and apply them to a business situation.

Learning Goal 3: Students will acquire and develop technical, communication and interpersonal skills.

LG3-A. Students will communicate effectively on business topics in written and oral form.

LG3-B. Students will demonstrate effective interpersonal skills in teamwork settings.

LG3-C. Students will describe principles of leadership skills, effective teams and self-discipline.

LG3-D. Students will be able to apply information technology to solve business problems.

LG3-E. Students will be able to frame a business problem and collect, organize and analyze qualitative and quantitative data to report and communicate insights for decision-making.

Learning Goal 4: Students will demonstrate knowledge of fundamental business concepts.

LG4-A. Students will be able to create, read and use financial reports for decision-making.

LG4-B. Students will describe corporate structures and legal responsibilities for different business frameworks.

LG4-C. Students will be able to analyze and evaluate companies within their industries based on their unique value proposition/competitive advantages.

LG4-D. Students will be able to analyze business processes to better serve stakeholders.

Entrepreneurship specific learning outcomes:

1. Students will demonstrate an entrepreneurial mindset.
2. Students will demonstrate proficiency in the entrepreneurial process (e.g., recognizing and evaluating opportunities and conducting feasibility analysis, etc.).
3. Students will be able to plan for the launch of a new venture in the context of a startup environment.
4. Students will be able to build financial models and evaluate the financing strategies for a growing venture.
5. Students will be able to plan marketing strategies and tactics for a new venture.
6. Students will be able to explain the social, environmental, and economic responsibility of an entrepreneurial venture.

Major Requirements

Code	Title	Semester Hours
Lower Division Business Core Requirements		
BCOR 1910	Business for Good	2
BCOR 2110	Financial Accounting	4
BCOR 2120	Accounting Information for Decision Making	4
BCOR 2210	Legal Environment of Business	2
BCOR 2710	Business Information Technology	4
ECON 1050	Introductory Economics	4
ECON 2300	Introductory Statistics	4
ENTR 1310	Fundamentals of Entrepreneurship	4
MATH 112	Calculus for Business	3
Subtotal		31
Upper Division Business Core Requirements		
BCOR 3410	Fundamentals of Finance	4
BCOR 3510	Marketing and Business Communications	4

BCOR 3610	Managing People and Organizations	4
BCOR 4910	Business Ethics and Sustainability	4
ENTR 3350	New Venture Creation	4
ENTR 4310	Entrepreneurial Finance	4
Two ENTR Electives (3000 level or 4000 level)		8
One course from the "Quantitative Methods for Business" course-list ¹		4
One course from the "International/Global Awareness" course-list ²		4
One course from the "Strategic Business Integrations" course-list ³		4
Subtotal		44
Total Semester Hours		75

¹ e.g., BCOR 3750 Analytics in Operations and Supply Chain Management

² e.g., BCOR 3860 International Business

³ e.g., BCOR 4970 Strategic Management

Note:

All upper division Entrepreneurship courses must be taken in residence at LMU. A cumulative GPA of C (2.0) must be achieved in the major requirements (all business, economics, and mathematics courses).

For purposes of meeting the requirements for the B.B.A., Entrepreneurship major, degree and determination of academic probation, an overall cumulative grade point average of at least a C (2.0) must be obtained in all courses required in the major.

Core, Major, and Elective Entrepreneurship Courses

Code	Title	Semester Hours
ENTR 1310	Fundamentals of Entrepreneurship	4
ENTR 2310	Technology Trends, Opportunities, and Tools	4
ENTR 3350	New Venture Creation	4
ENTR 3356	Entrepreneurial Finance	2
ENTR 3357	Entrepreneurial Marketing	2
ENTR 3320	Real Estate Finance, Investment, and Entrepreneurship	4
ENTR 3325	Real Estate Development	4
ENTR 3340	International Entrepreneurship	4
ENTR 3360	Corporate Entrepreneurship and Innovation	4
ENTR 3385	Entrepreneurial Leadership	4
ENTR 4310/ FNCE 4410	Entrepreneurial Finance	4
ENTR 4340/ INBA 4840	International Entrepreneurship	4
ENTR 4370	Product and Business Design	4
ENTR 4380	Business Incubation	4
ENTR 4381	Managing New Ventures	4
ENTR 4382	Leading and Managing Change	4
ENTR 4383	Social Entrepreneurship	4
ENTR 4398	Special Studies	1-4
ENTR 4399	Independent Studies	1-4

Model 4-Year Plan–Bachelor of Business Administration–Entrepreneurship Major Curriculum

The following curriculum represents the order or sequence in which it is expected that students will take the various courses required for the B.B.A. (Entrepreneurship major) degree.

The foundational courses are: ENTR 1310 Fundamentals of Entrepreneurship, ENTR 4310 Entrepreneurial Finance, and ENTR 3350 New Venture Creation. After the required course mentioned, students will be required to take any two Entrepreneurship courses among the 3000-level and 4000-level ENTR courses, at least one of which has to be a 4000-level course.

Model 4-Year Plan–Bachelor of Business Administration–Entrepreneurship Major Curriculum–Math placement MATH 101

Course	Title	Semester Hours
First Year		
Fall		
BCOR 1910	Business for Good ¹	2
Select one of the following:		4
ECON 1050	Introductory Economics ²	
University Core		
MATH 101	Algebra	3
FFYS 1000 or RHET 1000	First Year Seminar or Rhetorical Arts	4
University Core		4
Semester Hours		17
Spring		
RHET 1000 or FFYS 1000	Rhetorical Arts or First Year Seminar	4
MATH 110	Precalculus for Business	3
Select one of the following:		4
ECON 1050	Introductory Economics ²	
University Core		
ENTR 1310	Fundamentals of Entrepreneurship	4
Semester Hours		15
Sophomore Year		
Fall		
MATH 112	Calculus for Business	3
BCOR 2110	Financial Accounting	4
BCOR 2210	Legal Environment of Business	2
University Core		4
University Core		4
Semester Hours		17
Spring		
ECON 2300	Introductory Statistics	4
BCOR 2120	Accounting Information for Decision Making	4
BCOR 2710	Business Information Technology	4
University Core		4
Semester Hours		16
Junior Year		
Fall		
BCOR 3410	Fundamentals of Finance	4
BCOR 3510	Marketing and Business Communications	4
Electives		4

ENTR 3350	New Venture Creation	4
Semester Hours		16
Spring		
BCOR 3860	International Business	4
BCOR 3610	Managing People and Organizations	4
ENTR 4310	Entrepreneurial Finance	4
University Core		4
Semester Hours		16
Senior Year		
Fall		
ENTR Elective		4
BCOR 3750	Analytics in Operations and Supply Chain Management	4
BCOR 4910	Business Ethics and Sustainability	4
University Core		4
Semester Hours		16
Spring		
BCOR 4970	Strategic Management	4
ENTR elective		4
Electives		4
Electives		3
Semester Hours		15
Minimum Semester Hours		128

¹ Roughly half of students will take BCOR 1910 in the fall semester of their first year. The other half will take it in the spring semester of their first year.

² Roughly half of students will take ECON 1050 in the fall semester of their first year, and the other half will take it in the spring semester of their first year.

Model 4-Year Plan–Bachelor of Business Administration–Entrepreneurship Major Curriculum–Math placement MATH 110

Course	Title	Semester Hours
First Year		
Fall		
BCOR 1910	Business for Good ¹	2
Select one of the following:		4
ECON 1050	Introductory Economics ²	
University Core		
FFYS 1000 or RHET 1000	First Year Seminar or Rhetorical Arts	4
MATH 110	Precalculus for Business	3
University Core		4
Semester Hours		17
Spring		
RHET 1000 or FFYS 1000	Rhetorical Arts or First Year Seminar	4
MATH 112	Calculus for Business	3
ENTR 1310	Fundamentals of Entrepreneurship	4
Select one of the following:		4
ECON 1050	Introductory Economics ²	
University Core		
Semester Hours		15
Sophomore Year		
Fall		
BCOR 2210	Legal Environment of Business	2
ECON 2300	Introductory Statistics	4
Electives		3

BCOR 2110	Financial Accounting	4
University Core		4
Semester Hours		17
Spring		
BCOR 2710	Business Information Technology	4
BCOR 3510	Marketing and Business Communications	4
University Core		4
BCOR 2120	Accounting Information for Decision Making	4
Semester Hours		16
Junior Year		
Fall		
BCOR 3610	Managing People and Organizations	4
BCOR 3410	Fundamentals of Finance	4
ENTR 3350	New Venture Creation	4
University Core		4
Semester Hours		16

Spring		
BCOR 3860	International Business	4
University Core		4
Electives		4
ENTR 4310	Entrepreneurial Finance	4
Semester Hours		16

Senior Year		
Fall		
ENTR elective		4
BCOR 3750	Analytics in Operations and Supply Chain Management	4
BCOR 4910	Business Ethics and Sustainability	4
University Core		4
Semester Hours		16

Spring		
ENTR Elective		4
BCOR 4970	Strategic Management	4
Electives		4
Electives		3
Semester Hours		15
Minimum Semester Hours		128

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Model 4-Year Plan–Bachelor of Business Administration–Entrepreneurship Major Curriculum–Math placement MATH 112

Course	Title	Semester Hours
First Year		
Fall		
BCOR 1910	Business for Good	2
Select one of the following:		4
ECON 1050	Introductory Economics ²	
University Core		
FFYS 1000 or RHET 1000	First Year Seminar or Rhetorical Arts	4
MATH 112	Calculus for Business	3

ENTR 1310	Fundamentals of Entrepreneurship	4
Semester Hours		17
Spring		
RHET 1000 or FFYS 1000	Rhetorical Arts or First Year Seminar	4
ECON 2300	Introductory Statistics	4
University Core		4
Select one of the following:		4
ECON 1050	Introductory Economics ²	
University Core		
Semester Hours		16
Sophomore Year		
Fall		
BCOR 2110	Financial Accounting	4
BCOR 2210	Legal Environment of Business	2
University Core		4
University Core		4
Electives		3
Semester Hours		17
Spring		
BCOR 3510	Marketing and Business Communications	4
BCOR 2120	Accounting Information for Decision Making	4
BCOR 2710	Business Information Technology	4
University Core		4
Semester Hours		16
Junior Year		
Fall		
BCOR 3410	Fundamentals of Finance	4
BCOR 3610	Managing People and Organizations	4
ENTR 3350	New Venture Creation	4
Electives		3
Semester Hours		15
Spring		
BCOR 3860	International Business	4
University Core		4
BCOR 3750	Analytics in Operations and Supply Chain Management	4
University Core		4
Semester Hours		16
Senior Year		
Fall		
ENTR elective		4
BCOR 4910	Business Ethics and Sustainability	4
University Core		4
Electives		4
Semester Hours		16
Spring		
ENTR Elective		4
BCOR 4970	Strategic Management	4
Electives		4
Electives		3
Semester Hours		15
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