

BS in Business: Entrepreneurship

63 units

The entrepreneurship major (<https://www.apu.edu/business/programs/entrepreneurship-major/>) focuses on the creation of social and economic value and is designed to prepare students for the intricacies of planning, launching, and leading a new business. With a focus on creativity and innovation, new venture planning, and marketing, students are equipped with the skills necessary to start and grow a business.

Entrepreneurship students learn how to shape entrepreneurial opportunities and assess market feasibility. The entrepreneurship major includes working in teams, constructing business models, communicating with partners and customers, and assessing feasibility while launching a new venture or initiative.

Today, new business opportunities have encouraged entrepreneurship on a global scale. Coursework equips students to create, organize, and manage a business, including ideation and innovation, negotiation, and business management. Students also learn how to lead people and projects.

Experiential Learning Opportunities

Entrepreneurship majors apply their knowledge and skills in academic and real-world settings. They also have the option to participate in student clubs and competitions, such as ENACTUS, that provide skill-building opportunities in leadership, teamwork, and decision making. Guided by faculty, teams of students conduct needs assessments in local communities, identify potential solutions, and implement community impact projects.

Surrounding communities benefit from collaboration and fresh innovation, and students gain valuable experience to advance their entrepreneurship résumés. Throughout the years, APU-sponsored teams have a track record of successful placement in ENACTUS competitions.

In addition to ENACTUS, the School of Business and Management offers numerous student clubs, honor societies, and study-away opportunities. Students participating in study-away programs engage with topics of globalization, trade, culture, and global management and leadership as they travel the world. Typically, study-away trips include visiting global and international organizations and learning from universities and business leaders around the world.

Certificates, Credentials, and Microcredentials

Today, employers are looking for new hires with technical skills and also leadership abilities such as decision making and teamwork. This program gives students the opportunity to earn industry-valued, internationally recognized certificates, credentials, and microcredentials that can be added to résumés and uploaded to online portfolios, certifying and showcasing their mastery of these skills and abilities to potential employers.

Career Opportunities

The skills and competencies gained in this program are vital for the success of any business or organization, including early-stage startups, corporations, family businesses, nonprofits, franchises, and other settings. Graduates can start new businesses, buy existing ventures, or go into entrepreneurial positions in profit or not-for-profit ventures. Other career options include intrapreneurship (innovation in large organizations), venture capital, and social entrepreneurship.

Requirements

The entrepreneurship major comprises 63 units. Students must achieve an average GPA of 2.5 or higher in their major courses (this includes the Business Core).

Code	Title	Units
Business Core Courses		
ACCT 120	Principles of Accounting I	3
ACCT 121	Principles of Accounting II	3
BUSI 111	Business Statistics ¹	3
BUSI 240	Introduction to Information Systems and Business Applications	3
BUSI 244	Data Analytics, Spreadsheets, and Data Visualization	3
BUSI 296	Business Law	3
BUSI 370	International Business ²	3
ECON 200	Survey of Economics ³	3
FIN 300	Business Finance for Managers	3
MGMT 210	Principles of Management ⁴	3
MGMT 211	Organizational Leadership ³	3

MGMT 448	Organizational and Administrative Behavior ⁵	3
MGMT 450	Strategic Management ⁴	3
MKTG 260	Principles of Marketing ²	3
Entrepreneurship Courses		
BUSI 110	Business and Entrepreneurship ⁵	3
BUSI 213	Negotiation Strategies and Skills ^S	3
ENTR 312	Creativity and Innovation ^F	3
MGMT 214	Project Management ⁴	3
MKTG 364	Sales and Sales Management ^S	3
MKTG 466	Digital and Social Media Marketing ^F	3
Additional Competencies		
MGMT 350	Business Management Internship ⁴	3
Total Units		63

- ¹ Meets the General Education Quantitative Literacy requirement.
² Meets the General Education Intercultural Competence requirement.
³ Meets the General Education Social Sciences requirement.
⁴ Meets the General Education Integrative and Applied Learning requirement.
⁵ Meets the General Education Civic Knowledge and Engagement requirement.

F	Offered in Fall only
S	Offered in Spring only
F/S	Offered in both Fall and Spring terms
EF	Offered in Fall in even years
ES	Offered in Spring in even years
OF	Offered in Fall in odd years
OS	Offered in Spring in odd years

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Business Knowledge: Apply business knowledge from multiple business disciplines to plan, design, and execute business strategies.
2. Critical Thinking: Identify and solve business problems using analytical and critical thinking skills.
3. Quantitative Reasoning: Analyze quantitative data to address real-world or discipline-specific business problems.
4. Christian Business Ethics: Use biblically based ethics to make moral and virtuous ethical and socially responsible business decisions.
5. Written Communication: Convey ideas clearly and effectively through professional written communication.
6. Oral Communication: Communicate in informative or persuasive ways using the appropriate genre, channel, structure, and style.
7. Collaborative Teamwork: Effectively participate in business-focused teams as members and leaders in diverse environments.
8. Global/Multicultural Awareness: Identify and respond to cultural, economic, and political aspects of business in multicultural and global environments, informed by biblically based ethics.
9. Discipline Knowledge: Demonstrate knowledge of business concepts.
10. Discipline Problem Solving: Solve core business problems and effectively analyze and address business situations.