

## New Program Proposal

# BS in Business Administration, Emphasis in Entrepreneurship

The Entrepreneurship emphasis area will focus on students acquiring knowledge, abilities, and skills enabling them to ultimately develop and successfully launch entrepreneurial ventures in small, medium sized, corporate, and not-for-profit organizational settings.

---

### Required Courses

ENT 3650	Experiential Entrepreneurship	3
ENT/BUS AD 4001	Accelerate Capstone	3
Choose three of the following courses: <sup>1</sup>		9
ENT 3040	Creativity and Systems for Innovation	
FINANCE 3545	Seminar in Venture Capital and Private Equity	
MGMT 4614	Entrepreneurship/Small Business Management	
SCMA 4347	Introduction to Project Management	
<b>Total Hours</b>		<b>15</b>

<sup>1</sup> Other elective courses may be taken with approval of program coordinator.

Sign-offs from other departments affected by this proposal

None

Rationale Demand for entrepreneurship education is very high. This situation has resulted in many colleges and universities from around the country developing and offering programs in this area. But despite this trend, there is currently no AACSB accredited public institution in the St. Louis area offering degree programs in entrepreneurship. St. Louis is a major hub for entrepreneurial activity and as well as an area with a sizable economically disadvantaged population that could benefit from lower-cost access to high quality entrepreneurial educational opportunities. The possession of entrepreneurial skills by individuals is a key element in their ability to successfully launch new ventures. Additionally, today's dynamic business environments are such that increasingly more larger, established organizations also seek employees who possess entrepreneurial acumen and skills. In addition to significant demand for entrepreneurship programs, synergies would also exist between the proposed UMSL BSBA entrepreneurship emphasis and the nationally recognized UMSL Accelerate, thus offering students with a wide array of exceptional, high quality learning experiences.