

# BACHELOR OF SCIENCE WITH A MAJOR IN ENTREPRENEURSHIP AND INNOVATION

The bachelor of science (BS) with a major in entrepreneurship and innovation intends to prepare students to develop and manage an independent business that embodies and displays an entrepreneurial leader's innovative and creative skills. Entrepreneurs are experts at solving problems and identifying opportunities. They may start their own business, grow a small or family business, or be innovative within a larger business. Entrepreneurs learn from their successes and pivot from their failures to improve the world around them. The program curriculum blends leading-edge theories and concepts with the real-world skills needed for a successful entrepreneurial career.

## REQUIREMENTS

The following requirements must be fulfilled: a minimum of 120 credits, including University General Education (<http://bulletin.gwu.edu/university-regulations/general-education/>), pre-business, business core, and entrepreneurship and innovation major courses.

Students pursuing entrepreneurship and innovation as a second major should reference the entrepreneurship and innovation as a second major (p. 3) requirements section at the end of this page.

| Code   | Title   | Credits |
|--|---|---------|
| <b>General education courses</b>   |   |         |
| UW 1020  | University Writing  |         |
| 6 credits taken in at least two writing in the disciplines (WID) courses in two or more separate semesters. <sup>1</sup> |   |         |
| One critical analysis in the humanities course. <sup>2</sup>   |   |         |
| One scientific reasoning with laboratory course. <sup>2</sup>  |   |         |
| One course with an approved oral communication component. <sup>2</sup>   |   |         |
| <b>Pre-business courses</b>  |   |         |
| BADM 1001 & BADM 1002  | Business Leader Foundations I and Business Leader Foundations II <sup>3</sup> |         |
| or BADM 1003   | Business Leader Foundations for Transfer Students                             |         |
| BADM 3001  | Business Leader Career Strategy   |         |
| BADM 4001  | Business Leader Launch  |         |
| STAT 1051  | Introduction to Business and Economic Statistics                              |         |

|              |   |
|--------------|---|
| or STAT 1053 | Introduction to Statistics in Social Science                              |
| or STAT 1111 | Business and Economic Statistics I  |
| or DNSC 1001 | Business Analytics I: Statistics for Descriptive and Predictive Analytics |
| or APSC 3115 | Engineering Analysis III  |
| STAT 2112    | Business and Economic Statistics II                                       |
| or STAT 2118 | Regression Analysis   |
| or STAT 2123 | Introduction to Econometrics  |
| or DNSC 2001 | Business Analytics II: Predictive and Prescriptive Analytics              |
| or ECON 2123 | Introduction to Econometrics  |
| ECON 1011    | Principles of Economics I   |
| ECON 1012    | Principles of Economics II  |

One of the following sequences in mathematics:

|                                      |  |
|--------------------------------------|--|
| MATH 1231 & MATH 1232                | Single-Variable Calculus I and Single-Variable Calculus II   |
| or MATH 1051 & MATH 1252             | Finite Mathematics for the Social and Management Sciences and Calculus for the Social and Management Sciences              |
| or MATH 1051 & MATH 1231             | Finite Mathematics for the Social and Management Sciences and Single-Variable Calculus I                                   |
| or MATH 1220 & MATH 1221 & MATH 1051 | Calculus with Precalculus I and Calculus with Precalculus II and Finite Mathematics for the Social and Management Sciences |
| or MATH 1220 & MATH 1221 & MATH 1232 | Calculus with Precalculus I and Calculus with Precalculus II and Single-Variable Calculus II                               |

| Code                                       | Title                                     | Credits |
|--|---|---------|
| <b>Business core courses</b>               |   |         |
| ACCY 2001                                  | Introduction to Financial Accounting      |         |
| BADM 4101                                  | Business Ethics and the Legal Environment |         |
| or BADM 4101W                              | Business Ethics and the Legal Environment |         |
| Three courses selected from the following: |   |         |
| BADM 2001                                  | Markets and Politics                      |         |
| or BADM 2001W                              | Markets and Politics                      |         |

|               |   |
|---------------|---|
| BADM 2301     | Management Information Systems Technology |
| BADM 3103     | Human Capital in Organizations            |
| BADM 3401     | Contemporary Marketing Management         |
| or BADM 3401W | Contemporary Marketing Management         |
| BADM 3501     | Financial Management and Markets          |
| BADM 3601     | Operations Management                     |
| BADM 4801     | Strategy Formulation and Implementation   |
| IBUS 3001     | Introduction to International Business    |

### Entrepreneurship and innovation major courses

|              |   |
|--------------|---|
| MGT 3300     | Entrepreneurship                                  |
| or MGT 3300W | Entrepreneurship                                  |
| MGT 4003     | Management of the Growing Entrepreneurial Venture |
| MGT 4082     | New Venture Initiation                            |

Seven courses selected from the following:

#### School of Business

|              |                                       |
|--------------|---------------------------------------|
| ACCY 2002    | Introductory Managerial Accounting    |
| ACCY 4601    | Business Law: Enterprise Organization |
| DNSC 4404    | Essentials of Project Management      |
| IBUS 4401    | Managing the Multinational Enterprise |
| ISTM 4223    | Innovation Ventures                   |
| ISTM 4233    | Emerging Technologies                 |
| MGT 3201     | Leadership in Action                  |
| MGT 3301     | Small Business Management             |
| MGT 3302     | e-Entrepreneurship                    |
| MGT 3303     | Women's Entrepreneurial Leadership    |
| MGT 3305     | Human Capital Sustainability          |
| MGT 4084     | Family Business                       |
| MGT 4085     | Social Entrepreneurship               |
| MGT 4086     | Creativity and Innovation             |
| MGT 4900     | Special Topics                        |
| or MGT 4900W | Special Topics                        |

|           |  |
|-----------|--|
| MKTG 3142 | Consumer Behavior                        |
| MKTG 3143 | Marketing Research                       |
| MKTG 4148 | Advertising and Marketing Communications |
| MKTG 4159 | Marketing Strategy                       |

#### Columbian College of Arts and Sciences

|           |  |
|-----------|--|
| COMM 1025 | Introduction to Communication Studies  |
| ENGL 1210 | Introduction to Creative Writing       |
| ENGL 3390 | Topics in Creative Writing             |
| PHIL 2135 | Ethics in Business and the Professions |

|           |  |
|-----------|--|
| SMPA 3195 | Selected Topics in Journalism and Mass Communication (Entrepreneurship New Media Industry) |
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|          |                              |
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| SOC 1002 | The Sociological Imagination |
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#### School of Engineering and Applied Sciences

|         |                              |
|---------|------------------------------|
| CE 2510 | Environmental Sustainability |
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#### CSCI 1030

|           |                               |
|-----------|-------------------------------|
| EMSE 4410 | Engineering Economic Analysis |
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|          |  |
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| MAE 2170 | History and Impact of the U.S. Patent System |
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|           |                |
|-----------|----------------|
| SEAS 4800 | Special Topics |
|-----------|----------------|

#### Interdisciplinary and Special Programs

|           |                                |
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| SUST 1001 | Introduction to Sustainability |
|-----------|--------------------------------|

#### School of Medicine and Health Sciences

|           |                                       |
|-----------|---------------------------------------|
| HSCI 2109 | Trends and Innovations in Health Care |
|-----------|---------------------------------------|

### Electives

In general, students complete 40 credits in elective courses to reach the 120 credits required for the degree. 18 of these credits must be taken outside of GWSB. Elective courses may be applied to a GWSB concentration, a non-GWSB minor, or a GWSB or non-GWSB second major. Reference the GWSB undergraduate policies section for course restrictions.

<sup>1</sup> Courses must be taken after completion of UW 1020 and in separate semesters.

<sup>2</sup> See Undergraduate Education at GW (<http://bulletin.gwu.edu/university-regulations/general-education/>) for additional information regarding approved courses for this requirement.

<sup>3</sup> First-year students take BADM 1001 and BADM 1002; transfer students take BADM 1003.

## ENTREPRENEURSHIP AND INNOVATION A SECOND MAJOR

Students pursuing entrepreneurship and innovation as a second major are required to complete the courses listed below. Non-GWSB students may declare entrepreneurship and innovation as a second major directly with their home school advisor; a signature from a GWSB academic advisor is not required.

| Code   | Title   | Credits |
|--|---|---------|
| <b>Required major courses</b>                      |   |         |
| MGT 3300   | Entrepreneurship                                  |         |
| or MGT 3300W                                       | Entrepreneurship                                  |         |
| MGT 4003   | Management of the Growing Entrepreneurial Venture |         |
| MGT 4082   | New Venture Initiation                            |         |
| Seven courses selected from the following schools: |   |         |
| School of Business                                 |   |         |
| ACCY 2002  | Introductory Managerial Accounting                |         |
| ACCY 4601  | Business Law: Enterprise Organization             |         |
| DNSC 4404  | Essentials of Project Management                  |         |
| IBUS 4401  | Managing the Multinational Enterprise             |         |
| ISTM 4223  | Innovation Ventures                               |         |
| MGT 3201   | Leadership in Action                              |         |
| MGT 3301   | Small Business Management                         |         |
| MGT 3302   | e-Entrepreneurship                                |         |
| MGT 3303   | Women's Entrepreneurial Leadership                |         |
| MGT 3305   | Human Capital Sustainability                      |         |
| MGT 4084   | Family Business                                   |         |
| MGT 4085   | Social Entrepreneurship                           |         |
| MGT 4086   | Creativity and Innovation                         |         |
| MGT 4900   | Special Topics (Entrepreneurship and the Arts)    |         |
| MKTG 3142  | Consumer Behavior                                 |         |
| MKTG 3143  | Marketing Research                                |         |

MKTG 4148 Advertising and Marketing Communications

MKTG 4159 Marketing Strategy

Columbian College of Arts and Sciences

COMM 1025 Introduction to Communication Studies

ENGL 1210 Introduction to Creative Writing

ENGL 3390 Topics in Creative Writing

PHIL 2135 Ethics in Business and the Professions

SMPA 3195 Selected Topics in Journalism and Mass Communication

SOC 1002 The Sociological Imagination

School of Engineering and Applied Sciences

CE 2510 Environmental Sustainability

CSCI 1030

EMSE 4410 Engineering Economic Analysis

MAE 2170 History and Impact of the U.S. Patent System

SEAS 4800 Special Topics

Interdisciplinary and special programs

SUST 1001 Introduction to Sustainability

School of Medicine and Health Sciences

HSCI 2109 Trends and Innovations in Health Care