



CINCINNATI BRANCH

Bachelor of Arts in

Business Administration

(Entrepreneurship Concentration)

The Business Administration major's core courses in accounting, economics, management, and marketing provide a solid foundation in both theory and practice. The selection of an **entrepreneurship** concentration provides an overview of the activities involved in the management of a small business, with emphasis on the entrepreneurial business venture.

Required Courses

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| ACC 201 Principles of Accounting I..... | 3 semester hours |
| ACC 202 Principles of Accounting II | 3 semester hours |
| ECO 101 Principles of Economics I..... | 3 semester hours |
| ECO 102 Principles of Economics II..... | 3 semester hours |
| ECO 341 Business Statistics I..... | 3 semester hours |
| ECO 342 Business Statistics II..... | 3 semester hours |
| MGT 211 Introduction to Management..... | 3 semester hours |
| MGT 312 Corporate Finance..... | 3 semester hours |
| MGT 325 Entrepreneurship..... | 3 semester hours |
| MGT 329 Organizational Behavior For Managers | 3 semester hours |
| MGT 427 Strategic Management..... | 3 semester hours |
| MKT 205 Introduction to Marketing..... | 3 semester hours |

Entrepreneurship Electives

(choose 3 from the following list of courses; each course is 3 semester hours)

- ACC 309 Tax Accounting
- MGT 407 Business Law
- MKT 313 Consumer Behavior
- MKT 315 Personal Selling and Sales Management
- MKT 319 Retail Management

Note: In addition to the required and elective courses in the major listed above, students are also required to fulfill the Wilmington College General Education Program. The completion of 124 semester hours of academic work (including transfer work) is required for graduation and at least 40 semester hours must be in upper division courses. A minimum of 30 semester hours are needed to satisfy the degree residency requirement.