

## Program Overview: Bachelor of Business Administration Entrepreneurship Concentration

### About This Major . . .

The Bachelor of Business Administration (BBA) degree with a concentration in entrepreneurship combines business knowledge with a focus in fostering the entrepreneurial mindset and developing the entrepreneurial skills need by today's workforce. Entrepreneurship and small business are major drivers in economic growth. The concentration in Entrepreneurship provides the knowledge and skills necessary to identify, develop, and evaluate business opportunities. Students learn the steps to successfully implement their ideas in any dynamic organizational setting. Integrated into coursework is the opportunity to work with entrepreneurs and business leaders providing valuable lessons in developing, financing, leading, and operating an organization in today's economy.

The senior-level capstone course, Business Strategy, allows students the opportunity to bring together the functional areas of business and apply business knowledge and skills to solve today's complex and ever-changing problems. The course focuses on developing a strategic plan for an organization using critical analysis of business data. To develop the strategic plan, students identify the current strengths and weaknesses of the organization as well as strategies for maintaining a competitive advantage in the future. Assignments such as oral presentations, written papers, and working on a team simulation help students to develop the knowledge and skills needed to manage successfully in the future.

**All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.**

In addition to these campus-wide student-learning outcomes, graduates of this major will be able to:

1. Critical Thinking Skills: Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations.
2. Communication Skills: Independently communicate clearly, appropriately, and persuasively to the audience, both orally and in writing.
3. Quantitative fluency: Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions.
4. Strategic Application of Information: Strategically apply information across functional business areas.
5. Team Work: Effectively work in a team.
6. General Business Knowledge: Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies.
7. Work Products: Produce professional business work products.
8. Recognize and evaluate entrepreneurial opportunities and create viable, innovative business models. (Specialized Knowledge)

### Program Highlights:

Graduates of this program currently hold the following positions: CEO, marketing manager, business owner, and event coordinator.

Students can participate in E-Club, a Collegiate Entrepreneur Organization (CEO) member. CMU E-Club students annually win the honor to compete and have won national honors for club leadership, advising, and event execution.

Applied learning is a highlight of the CMU Business program. To complement academic learning, students have the opportunity to participate in running a small business on campus, The Point, which allows students to experience the challenges involved in business from inventory control to employee issues. In classes, students assume the role of consultant with area businesses, gaining valuable practical business insight.

Annually, the CMU Business department sponsors E-Day, giving students the opportunity to meet with local entrepreneurs. The highlight of the day is a keynote address by a nationally recognized entrepreneur, such as the founders of Ben and Jerry's, North Face, and the Discovery Channel.

An E-Day Student Elevator Pitch Competition is also held. The top three student business ideas are given seed funding to further business development.



## Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 40 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

### 1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

### 2. What You Will Study in This Major. . .

#### Foundational Courses

These courses provide a solid basis for upper division business classes and focus in functional areas. An exciting first class in the business program is Freshman Business Seminar, which provides an overview of both the world of business and the Department of Business at CMU.

- Accounting
- Business Communications
- Economics
- Business Statistics
- Computer Information Literacy

#### Business Core Classes

These include the following functional areas.

- Management
- Marketing
- Finance
- Management Information Systems
- International Business
- Legal Environment of Business
- Human Resource Management
- Quantitative Analysis
- Business Decision Making

#### Concentration Requirements

These courses will provide the basis for study in the ever-evolving field of business. Analysis, critical thinking, and communication are key skills any effective business person needs in today’s workplace.

#### Required

- Small Business Management
- Small Business Consulting
- Entrepreneurship
- Entrepreneurial Finance

#### Electives from which to choose

- Risk Management
- Advanced Managerial Accounting
- Solving Problems Using Spreadsheets
- Consumer Behavior
- Solving Problems Using Databases
- Management of Information Systems
- Leadership
- Effective Workplace Communication
- Promotions

#### Electives

An option within the BBA for most concentrations is the ability for students to graduate with two concentrations within the required 120 hours. For example, many students pair an Entrepreneurship concentration with a Management or Marketing concentration. This opportunity enables students to gain knowledge and skill sets in two differing business areas.

Additionally, students can select from electives in the following areas.

- Emerging Markets
- Business Ethics
- Big Questions in Business
- Project Management
- Compensation

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For more information about this major, go to: <http://www.coloradomesa.edu/business/degrees.html> or contact the Academic Department Head for Business, 309 Dominguez Hall, 970.248.1778.