By combining technological and service innovation with the great incentive to enhance personal wealth, today’s entrepreneur is an important engine for growth and job creation in our economy. Entrepreneurs come in many varieties: from those who start one-person firms to those who start growth ventures that will go public and become large companies. Rather than starting their own businesses, some of our students assume responsibility for family businesses and expand them through new strategies and financing. Still other students are hired by large corporations that are trying to learn entrepreneurial thinking to create new business units and renew traditional product lines.

The entrepreneurship and innovation concentration guides students through the process of developing new business concepts, writing business plans for those concepts, and seeking venture financing. We expose students to a wide range of entrepreneurs and investors. We also demonstrate how a small, growing business should be managed, which will help some of our students better manage and expand their existing family-owned businesses. The most entrepreneurial of seniors may compete in a special undergraduate track for start-up financing in Northeastern’s Business Plan Competition.

BSBA in Entrepreneurship and Innovation

COLLEGE OF BUSINESS ADMINISTRATION BSBA
CORE REQUIREMENTS
See page 244 for requirement list.

ENTREPRENEURSHIP AND INNOVATION MAJOR REQUIREMENTS
Complete the concentration in entrepreneurship and innovation from the list “BSBA Business Concentrations” on page 246.

OPEN ELECTIVES
Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 246.

BUSINESS GPA REQUIREMENT
A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS
See page 42 for requirement list.