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—Bachelor of Science in Business Administration with Concentration in Entrepreneurship and Innovation

BUSINESS CORE REQUIREMENTS

Mathematics
Complete one calculus course from the following list:

- MATH 1231 Calculus for Business and Economics 4 SH
- MATH 1241 Calculus 1 4 SH
- MATH 1242 Calculus 2 4 SH
- MATH 1251 Calculus and Differential Equations for Biology 1 4 SH
- MATH 1252 Calculus and Differential Equations for Biology 2 4 SH
- MATH 1340 Intensive Calculus for Engineers 6 SH
- MATH 1341 Calculus 1 for Science and Engineering 4 SH
- MATH 1342 Calculus 2 for Science and Engineering 4 SH

Statistics
Complete the following course:

- MGSC 1201 Business Statistics 4 SH

Macro- and Microeconomics
Complete the following two courses:

- ECON 1115 Principles of Macroeconomics 4 SH
- ECON 1116 Principles of Microeconomics 4 SH

BUSINESS REQUIREMENTS

Accounting
Complete the following two courses:

- ACCT 1201 Financial Accounting and Reporting 4 SH
- ACCT 2301 Managerial Accounting 4 SH

Finance
Complete the following course:

- FINA 2201 Financial Management 4 SH

International Business/Social Responsibility
Complete the following course:

- INTB 1203 International Business and Global Social Responsibility 4 SH

Management Information Systems
Complete the following course:

- MISM 2301 Management Information Systems 4 SH

Marketing
Complete the following course:

- MKTG 2201 Introduction to Marketing 4 SH

Operations Management and Supply Chain Management
Complete the following course:

- MGSC 3401 Operations Management 4 SH

Organizational Behavior
Complete the following course:

- ORGB 3201 Organizational Behavior 4 SH

Strategy in Action
Complete the following course:

- STRT 4501 Strategy in Action 4 SH

CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION

Complete the following four courses:

- ENTR 2201 The Entrepreneurial Universe 4 SH
- ENTR 3301 Opportunity Assessment and Entrepreneurship Marketing
- ENTR 3401 Small Business Management, Operations, and Growth 4 SH
- ENTR 4501 Venture Creation and Entrepreneurial Finance
  or ENTR 4503 Small Business Service and Retail Creation 4 SH

ELECTIVES/SECOND BUSINESS CONCENTRATION

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration as outlined below:
Concentration in Accounting

ACCOUNTING REQUIRED COURSES
Complete the following two courses:
ACCT 3401 Financial Reporting and Analysis 1 4 SH
ACCT 4501 Financial Reporting and Analysis 2 4 SH

ACCOUNTING ELECTIVE COURSES
Complete two courses from the following list:
ACCT 3403 Accounting Information Systems 4 SH
ACCT 3416 Strategic Cost Analysis for Decision Making 4 SH
ACCT 4412 Auditing and Other Assurance Services 4 SH
ACCT 4414 Income Tax Determination and Planning 4 SH

Concentration in Finance

FINANCE REQUIRED COURSES
Complete the following two courses:
FINA 3301 Corporate Finance 4 SH
FINA 3303 Investments 4 SH

FINANCE ELECTIVE COURSES
Complete two additional FINA courses.

Concentration in Management

MANAGEMENT REQUIRED COURSE
Complete the following course:
MGMT 3303 Building Your Management Skills 4 SH

MANAGEMENT ELECTIVE COURSES
Complete three additional MGMT courses.

Concentration in Management Information Systems

MANAGEMENT INFORMATION SYSTEMS REQUIRED COURSES
Complete the following three courses:
MISM 3403 Data Management and Information Analysis 4 SH
MISM 3404 Business Data Communications 4 SH
MISM 4501 Business Systems Integration 4 SH

MANAGEMENT INFORMATION SYSTEMS ELECTIVE COURSE
Complete one additional MISM course or one course from the following list:
ACCT 3403 Accounting Information Systems 4 SH
MKTG 4508 Electronic Marketing 4 SH
SCHM 2201 Supply Chain Management 4 SH

Concentration in Marketing

MARKETING REQUIRED COURSES
Complete the following two courses:
MKTG 3301 Marketing Management 4 SH
MKTG 3401 Marketing Research 4 SH

MARKETING ELECTIVE COURSES
Complete two additional MKTG courses.

Concentration in Supply Chain Management

Complete the following four courses:
SCHM 2201 Supply Chain Management 4 SH
SCHM 3301 Global Supply Chain Management 4 SH
SCHM 3310 The Transportation Industries 4 SH
SCHM 4401 Advanced Problems in Supply Chain Management 4 SH

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

NU CORE REQUIREMENTS
See page 26 for requirement list.

GENERAL ELECTIVES
Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

COOPERATIVE EDUCATION

UNIVERSITY-WIDE REQUIREMENTS
128 total semester hours required
Minimum 2.000 GPA required