

McCoy College of Business Administration

Department of Management

Concentration in Entrepreneurial Studies

The following three courses are required:

MGT 3360 – Studies in Entrepreneurship

Students gain personal insights into entrepreneurship as entrepreneurs describe their contributions, reveal the sources of ideas, and discover ways of growth and success. Includes starting and managing businesses as well as ownership forms, sources of funds, location analysis, facility requirements, management, marketing, and feasibility plans. Prerequisite: Junior or senior classification.

MGT 3361 – Small Business Operations and Financials

This course is a study of funding and financial concepts necessary to effectively operate a successful small business. Students will use software programs to maintain working capital and a complete set of books related to running businesses. Prerequisites: ACC 2361 or ACC 2301. Prerequisite or Co-requisite: MGT 3360.

MGT 4350 – Business Plan Development (WI)

Students work in teams to select, create, and write solid business plans for proposed or real businesses. Prerequisite: MGT 3361.

Select ONE of the following courses:

MGT 3362 –Family Business and Franchising

This course addresses the important and unique management aspects of family businesses and franchises. Family business topics include family culture, communication, conflict resolution, succession, and estate planning. Franchising topics include franchise selection, contracts, legal issues, and current trends in franchising. Issues affecting both the franchisee and the franchisor are explored. Prerequisite: MGT 3361.

MGT 4351 – Applied Entrepreneurship (WI)

Students design, staff, operate, and manage a business or service. Business teams develop financial and operational control systems and procedures for organizational, group, and individual performance evaluations, implement service and business projects, and provide a final public report. Prerequisite: MGT 4350.

MGT 4353 – Integrative Field Project

Students work directly with entrepreneurs to research projects and recommend solutions. May involve providing business development assistance to entrepreneurs. Students may work individually or in teams. Project results are summarized in a comprehensive written report and a formal oral presentation. Permission of the Instructor and Chair is required.

MGT 4393 – Entrepreneurial Internship

The internship class provides integration of prior professional and academic experience through an entrepreneurial internship with an external employer. Prerequisite: MGT 3360. Restricted to Management majors with entrepreneurship concentration only. Departmental approval required.