BBA - Entrepreneurship

Program Requirements

A minimum total of 120 credit hours is required for the Bachelor of Business Administration (BBA) in entrepreneurship. In addition to meeting the requirements of the WSU General Education Program (http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/) and the requirements for all BBA programs (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/) set by the W. Frank Barton School of Business, candidates for the BBA in entrepreneurship must satisfy the following requirements of the curricular major:

All majors must contain at least 12 unduplicated credit hours. All minors must contain at least 3 unduplicated credit hours.

Course	Title	Hours
General Education		
Select courses to meet General Education requirements [1]		34-35
College Requirements [2]		
Bachelor of Business Administration Core Requirements		27
Advanced Standing Requirements		23-25
Entrepreneurship Major		
ENTR 440	New Venture Feasibility Analysis	3
ENTR 453	Digital Entrepreneurship	3
ENTR 455	Entrepreneurial Finance	3
ENTR 460	Corporate Entrepreneurship: Initiating and Sustaining Innovation	3
ENTR 668	New Venture Development	3
Major Electives		
Select 6 credit hours from the following		6
ENTR 327	Ethnic Entrepreneurship	
ENTR 403	Marketing Research	
ENTR 481	Cooperative Education	
ENTR 491	Independent Study/Project	
ENTR 608	Selling and Sales Force Management	
IB 601	International Marketing	
MKT 405	Consumer Behavior	
Open Electives		
Select enough electives to reach 120 credit hours		12-15
Total Credit Hours		**120**

[1] Required major courses may also count towards General Education requirements. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

[2] See the Bachelor of Business Administration (http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/) page of the catalog for a full explanation of these college requirements.

Applied Learning

Students in the BBA - entrepreneurship program are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by taking ENTR 668 New Venture Development.

This course is taught in combination with one or more engineering senior design capstone course(s). As part of this course, entrepreneurship students are placed on a team with engineering students and are required to co-create a new product idea and business venture. Each multidisciplinary student team must interview at least 50 potential customers and/or industry experts to test the product idea, create an original business model and plan, and participate in the Shocker New Venture Competition.