

BACHELOR OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION

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Entrepreneurship is an important driver of growth for both the national and international economy. Students are prepared to think innovatively, develop new ideas for existing businesses and create new business ventures. However, entrepreneurship is even more than the creation of a new business venture. Entrepreneurship encompasses seeking opportunity, identifying and acknowledging risk and, most importantly, persisting until the idea becomes reality. Entrepreneurial thinking can be applied to all contexts and organizations. At Quinnipiac University, we facilitate the development of an entrepreneurial mindset and attitude in our students; this enables them to apply their unique attributes and skills to realize innovative ideas in a variety of settings including for-profit and not-for-profit organizations, new and existing ventures, and business and non-business activities. The development of an entrepreneurial mindset creates career opportunities for students whether starting their own business or going to work in a large or small organization.

The Entrepreneurship and Innovation program includes a rigorous and rounded academic curriculum complemented by extracurricular and service learning involvement in the region's business activity. The program develops entrepreneurial thinking, establishes a foundation in sound business practices along with an appreciation and understanding of the arts and sciences, and hones the skills necessary for successful entrepreneurship and small business management. This is accomplished through a distinct and innovative curriculum.

The program is highly experiential, allowing students to work on team and individual projects to develop and improve businesses and business ideas. Students compete in regional and national business plan competitions and interact with various agencies and financial institutions supportive of entrepreneur and small business success. The program includes local, regional and national companies and small business owners sharing their expertise and experiences as an important element in the program's educational process.

The BS in Entrepreneurship and Innovation requires a minimum of 122 credits as outlined here.

Please see footnotes for additional information.

| Code | Title | Credits |
|---|---|---------|
| University Curriculum (http://catalog.qu.edu/academics/university-curriculum/) | | 46 |
| Business Core Curriculum | | 28 |
| Entrepreneurship & Small Business Management Core | | |
| ENT 210 | Introduction to Entrepreneurial Thinking and Practice | 3 |
| ENT 250 | Idea Validation and Business Model Development | 3 |
| ENT 310 | Creativity and Innovation Management | 3 |

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| ENT 340 | Opportunity Recognition and Negotiation | 3 |
| or IB 324 | Negotiating Internationally | |
| ENT 420 | Business Launch | 3 |
| or IB 401 | International Strategy and Business Plan | |
| Select three of the following electives (9 credits): | | 9 |
| The department encourages students to consider a Global Entrepreneurship theme: IB 311, IB 335, IB 352 | | |
| ENT 110 | Entrepreneurship and Innovative Responses to the Coronavirus | |
| ENT 220 | The Business of Music | |
| ENT 290 | Business Accelerator | |
| ENT 299 | Special Topics in Entrepreneurship | |
| ENT 320 | Small Business Marketing | |
| ENT 330 | Entrepreneurial Finance | |
| ENT 331 | Family or Small Business Financing | |
| ENT 350 | Social Entrepreneurship | |
| ENT 360 | Small and Family Business | |
| ENT 361 | Managing the Family or Small Business | |
| ENT 371 | Business Plan Competition | |
| ENT 430 | Practicum in Entrepreneurship | |
| ENT 490 | Field Projects | |
| IB 120 | Introduction to Doing Business in the European Union | |
| IB 300 | Special Topics in International Business | |
| IB 311 | International Marketing | |
| IB 320 | Introduction to Global Entrepreneurship | |
| IB 335 | International Finance | |
| IB 352 | International Management | |
| JRN 388 | The Stories of Business | |
| MG 341 | Service Operations Management | |
| MG 342 | Supply Chain Analytics | |
| MG 343 | Procurement and Sourcing | |
| MK 320 | Marketing Research | |
| PO 332 | European Politics | |
| SB 360 | International Business Immersion | |
| SB 488 | Business Internship | |
| Open Electives | | 24 |
| Total Credits | | 122 |

For those students interested in an ENT/IB double major please consult with the department chair for information about course requirements.

This is a *recommended* plan of study as course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.

| Course | Title | Credits |
|----------------------------------|--|-----------|
| First Year | | |
| Fall Semester | | |
| FYS 101 | First-Year Seminar (UC Foundations Inquiry) | 3 |
| EN 101 | Introduction to Academic Reading and Writing (UC Writing 1) | 3 |
| SB 101 | The Business Environment (Business Core Curriculum) | 3 |
| CIS 101 | Introduction to Applied Ai and Business Analytics | 3 |
| MA 170 | Probability and Data Analysis (UC Math) | 3 |
| Credits | | 15 |
| Spring Semester | | |
| EN 102 | Academic Writing and Research (UC Writing 2) | 3 |
| EC 111 | Principles of Microeconomics (Business Core and UC Social Science) | 3 |
| EC 272 | Advanced Applied Statistics | 3 |
| Business Core | | 3 |
| Business Core | | 3 |
| Credits | | 15 |
| Second Year | | |
| Fall Semester | | |
| ENT 210 | Introduction to Entrepreneurial Thinking and Practice | 3 |
| EC 112 | Principles of Macroeconomics | 3 |
| Business Core | | 3 |
| Business Core | | 3 |
| Business Core | | 3 |
| Credits | | 15 |
| Spring Semester | | |
| ENT 250 | Idea Validation and Business Model Development | 3 |
| Business Core | | 3 |
| Business Core | | 3 |
| Business Core | | 3 |
| UC Disciplinary Inquiry | | 3 |
| SB 250 | Career Planning and Development | 1 |
| Credits | | 16 |
| Third Year | | |
| Fall Semester | | |
| ENT 310 | Creativity and Innovation Management | 3 |
| ENT Elective | | 3 |
| UC Disciplinary Inquiry | | 3 |
| UC Personal Inquiry | | 3 |
| UC Personal Inquiry | | 3 |
| Credits | | 15 |
| Spring Semester | | |
| ENT 340 | Opportunity Recognition and Negotiation or IB 324 or Negotiating Internationally | 3 |
| ENT Elective | | 3 |
| UC Disciplinary Inquiry NS + Lab | | 4 |
| UC Personal Inquiry | | 3 |

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|------------------------|--|---|
| Open Elective | 3 | |
| Credits | 16 | |
| Fourth Year | | |
| Fall Semester | | |
| ENT 420 or IB 401 | Business Launch or International Strategy and Business Plan | 3 |
| SB 420 | Strategic Management Integrated Seminar | 3 |
| Open Elective | | 3 |
| Open Elective | | 3 |
| Open Elective | | 3 |
| Credits | 15 | |
| Spring Semester | | |
| ENT Elective | | 3 |
| Open Elective | | 3 |
| Open Elective | | 3 |
| Open Elective | | 3 |
| Open Elective | | 3 |
| Credits | 15 | |
| Total Credits | 122 | |

Student Learning Outcomes

Students who graduate with this degree will demonstrate the following competencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individuals and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

Suggested Transfer Curriculum for BS in Entrepreneurship and Innovation

A minimum of 60 credits is required for transfer into the BS in Entrepreneurship and Innovation program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

| Course | Title | Credits |
|---------------------------|-------|-----------|
| First Year | | |
| Fall Semester | | |
| English I | | 3 |
| Introduction to Business | | 3 |
| Microeconomics | | 3 |
| Business Statistics | | 3 |
| History Elective | | 3 |
| Credits | | 15 |
| Spring Semester | | |
| English II | | 3 |
| Macroeconomics | | 3 |
| Financial Accounting | | 3 |
| Information Systems | | 3 |
| Marketing | | 3 |
| Credits | | 15 |
| Second Year | | |
| Fall Semester | | |
| Managerial Accounting | | 3 |
| Finance | | 3 |
| International Business | | 3 |
| Management | | 3 |
| Art Elective | | 3 |
| Credits | | 15 |
| Spring Semester | | |
| Operations Management | | 3 |
| Business Law | | 3 |
| Science Elective with Lab | | 4 |
| Social Science Elective | | 3 |

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| Additional Elective (Business or other) | 3 |
| Credits | 16 |
| Total Credits | 61 |