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*The degree will provide the graduate with an overall understanding and knowledge of the theory and tools necessary to innovate ideas and create new business ventures that will benefit the region and beyond.*

**A – GENERAL EDUCATION CORE – 42 HOURS**

*Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.*

**Required**

**080 - Social and Behavioral Sciences – 3 hours**

ECON 2301 Principles of Macroeconomics

**090 - Integrative and Experiential Learning – 3 hours**

QUMT 2398 Decision Analytics

**B – MAJOR REQUIREMENTS – 78 HOURS (60 advanced)**

**1 – Business Core – 48 hours (30 advanced)**

**a – Business Foundation – 18 hours**

ACCT 2301 Introduction to Financial Accounting  
ACCT 2302 Introduction to Managerial Accounting  
INFS 2300 Data Modeling Management Tools  
ECON 2302 Principles of Microeconomics  
MGMT 1301 Introduction to Business  
QUMT 2341 Business Statistics I

**b – Advanced Business Core – 30 hours (30 advanced)**

BLAW 3337 Business Law I  
QUMT 3341 Business Statistics II  
FINA 3380 Introduction to Finance  
MARK 3300 Principles of Marketing  
MGMT 3361 Principles of Management  
MGMT 4389 Strategic Management  
*Choose one (Management Information Systems):*  
INFS 3390 Management Information Systems  
ACCT 3326 Accounting Information Systems  
*Choose one (International Business):*  
ACCT 3350 International Accounting  
ECON 3353 International Trade  
FINA 4381 International Finance  
INFS 3380 Global Information Technology  
INTB 3330 International Business  
MARK 3310 International Marketing  
MGMT 4311 International Management  
*Choose one (Ethics):*  
ACCT 4350 Ethics for Accountants  
MARK 3330 Business Ethics and Corporate Social Responsibility  
MGMT 4304 Business and Society  
*Choose one (Business Communications):*  
COMM 3313 Business and Technical Communication  
MARK 3320 Personal Branding and Communication  
MGMT 3335 Communication Policy and Strategy

**2 – Entrepreneurship & Innovation Core – 30 hours (30 advanced)**

**a – Entrepreneurship & Innovation Foundation – 18 hours (18 advanced)**

ENTR 3356 Introduction to Entrepreneurship  
ENTR 3340 New Venture Creation and Innovation  
ENTR 4360 Entrepreneurial Finance and Funding

ENTR 4370 Entrepreneurial Law  
ENTR 4380 Senior Project I  
ENTR 4381 Senior Project II

**b – Advanced Entrepreneurship & Innovation Electives – 12 hours (12 advanced)**

*Choose from:*

ENTR 4338 Social Entrepreneurship  
ENTR 4339 Topics in Entrepreneurship  
ENTR 3345 Internship in Entrepreneurship  
ENTR 4351 Entrepreneurship in the Border Corridor  
MGMT 3362 Human Resource Management  
MGMT 3365 Compensation  
MGMT 3366 Recruitment and Selection  
MGMT 3367 Organizational Training and Development  
MGMT 3368 Negotiations  
MGMT 4321 Organizational Behavior  
MGMT 4356 Foundations of Entrepreneurship  
MGMT 4367 Purchasing and Supply Chain Management  
MGMT 4399 Business Consulting  
MARK 4350 Marketing Research  
MARK 4360 Social Media and eMarketing  
MARK 4384 Professional Selling and Sales Management  
FINA 3391 Small Business Financial Management  
FINA 3393 Entrepreneurial Finance

**TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS**

**TOTAL ADVANCED HOURS – 60 HOURS**

**ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:**

**Admission requirements**

1. Student must complete all 18 hours of Business Foundation Courses, and a minimum of 15 General Education Courses including ECON 2301, before applying to CoBE.
2. Grades of 'C' or better in all Business Foundation courses.
3. Grade of 'C' or better in ECON 2301.
4. A minimum 2.5 GPA in combined General Education Core & Business Foundation completed coursework.

**Progression requirements**

Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) BBA-applicable courses in order to earn program credit towards this major. Students must maintain a minimum 2.5 GPA.

**Graduation requirements**

Students must have:

1. A minimum 2.5 GPA in combined Advanced Business Core & Entrepreneurship & Innovation Core coursework.
2. An overall minimum 2.5 GPA required.
3. In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV Department of Writing and Language Studies, and/or up to six credit hours of college-level language coursework.