
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.