
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

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 credits including ECON 2301, before applying to VCoBE.
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.
5. All students pursuing a Bachelor of Business Administration, Bachelor of Arts in Economics, or Bachelor of Science in Materials Management and Logistics from VCoBE, must apply for and be admitted to the VCoBE before they are allowed to enroll in the Advanced Business Core and Major coursework for their degree.

Progression requirements

1. 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 2017-2019 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.