

Table of Contents

LaGrange College.....	1
Course Catalog - Entrepreneurship.....	1
B.B.A. with a Concentration in Marketing and Entrepreneurship - B.B.A. with a Concentration in Marketing and Entrepreneurship.....	1
Students in the CORE program:.....	2
Students in the Ethos program:.....	2
Common Business Core.....	2
Concentration Core.....	2
Entrepreneurship - Minor in Entrepreneurship.....	3
ENTR 3000 - Entrepreneurship and Innovation.....	3
ENTR 4100 - Entrepreneurship Lab.....	3
ENTR 4200 - Social Entrepreneurship.....	4

LaGrange College

Course Catalog - Entrepreneurship

B.B.A. with a Concentration in Marketing and Entrepreneurship - B.B.A. with a Concentration in Marketing and Entrepreneurship

Type:Major

The Bachelor in Business Administration degree program is designed to help students develop ideals that are ethically sound and socially desirable, cultivate an awareness of the social, political, and economic developments to which businesses must adapt, develop sound judgment and effective communication skills, and develop individual interests and talents. Coursework provides both the theoretical and practical foundation needed for those entering businesses, as well as government and not-for-profit organizations.

There are three concentrations in the Business major: Accountancy, Marketing and Entrepreneurship, and Sports Management. Students must choose at least one area in which to concentrate.

To declare a major in Business, the student must meet the following criteria:

1. Have a GPA of 2.50/4.00 or better or permission of program faculty;
2. Complete [MGMT 2200](#), [ACCT 2211](#), and [ECON 2200](#) with a grade of “C-” or better.

To remain a major in Business in good standing, the student must meet the following criteria:

1. Complete all other major requirements with a grade of “C-” or better;
2. Maintain an overall and major GPA of at least 2.50/4.00.

Any Business major who's overall or major GPA falls below a 2.50/4.00 will be placed on probation and has one semester in which to remove the probationary status. Exceptions to the above criteria may be made at the discretion of the departmental faculty.

Students in the CORE program:

Students pursuing a Bachelor of Business Administration degree must complete 51 semester hours of major coursework (above the general education requirements of 55 hours). Students will complete the total required 120 hours as follows:

Core Requirements	46 hours
Interim	9 hours
Common Business Core	36 hours
Concentration Core	18 hours
General Electives	11 hours
Total	120 hours

Students in the Ethos program:

Students pursuing a Bachelor of Business Administration degree must complete 51 semester hours of major coursework (above the general education requirements of 53 hours). Students will complete the total required 120 hours as follows:

Core Requirements	44 hours
Interim	9 hours
Common Business Core	36 hours
Concentration Core	18 hours
General Electives	13 hours
Total	120 hours

Common Business Core

The required courses in the Common Business Core include the following:

ACCT 2211	ACCT 2212	ECON 2200
FNCE 3353	MATH 1114 or PSYC 2298	MGMT 2200
MGMT 3312	MGMT 3370	MGMT 3385
MGMT 3393	MGMT 4451	MRKT 3380

Concentration Core

Marketing and Entrepreneurship

Students choosing the Marketing and Entrepreneurship concentration must complete:

- [ENTR 3000](#) Entrepreneurship and Innovation

- [ENTR 4100](#) Entrepreneurship Lab
 - [ENTR 4200](#) Social Entrepreneurship
 - [FNCE 4000](#) Entrepreneurial Finance
 - [MRKT 4435](#) Social Media and Branding
 - [MRKT 4480](#) Advanced Marketing
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Entrepreneurship - Minor in Entrepreneurship

Type:Minor

A minor in Entrepreneurship consists of the following 15 semester hours of coursework:

- [MGMT 2200](#)
 - [ENTR 3000](#)
 - [ENTR 4100](#)
 - [ENTR 4200](#)
 - [FNCE 4000](#)
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ENTR 3000 - Entrepreneurship and Innovation

This course provides students with an understanding of the vital role played by entrepreneurship in today's economy, guiding them through the different stages of the entrepreneurial process, and helping them in developing a basic toolset necessary to plan and launch a new business. The course will have a special focus on creativity and innovation and students will explore both conceptual and practical frameworks for improving the flexibility and originality of their thinking and pursuing innovation.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MGMT 2200](#) - Foundations in Business

Restrictions:

- Offered in Spring terms
-

ENTR 4100 - Entrepreneurship Lab

This is a project-based course where students will have the opportunity to test their entrepreneurial skills through an experiential learning approach. In this laboratory students will be guided through their selected business venture experience to complete a number of supervised experiential learning activities related to entrepreneurship, like

opportunity recognition and assessment, bootstrapping, networking, SEO and social media marketing, among others.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ENTR 3000](#) - Entrepreneurship and Innovation

Restrictions:

- Offered in Fall terms
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ENTR 4200 - Social Entrepreneurship

The course builds on the principles of entrepreneurship studied in previous courses. It explores the ways to couple business acumen with vision and creativity to solve problems through the development of mission-based enterprises. Field work with a community agency and development of a Concept Proposal for a social enterprise are significant components of the course.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ENTR 3000](#) - Entrepreneurship and Innovation

Restrictions:

- Offered in Spring terms
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Last updated: 03/01/2021

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