

# BACHELOR OF SCIENCE WITH A MAJOR IN ENTREPRENEURSHIP AND INNOVATION

The bachelor of science (BS) with a major in entrepreneurship and innovation intends to prepare students to develop and manage an independent business that embodies and displays an entrepreneurial leader's innovative and creative skills. Entrepreneurs are experts at solving problems and identifying opportunities. They may start their own business, grow a small or family business, or be innovative within a larger business. Entrepreneurs learn from their successes and pivot from their failures to improve the world around them. The program curriculum blends leading-edge theories and concepts with the real-world skills needed for a successful entrepreneurial career.

## REQUIREMENTS

The following requirements must be fulfilled: a minimum of 120 credits, including University General Education (<http://bulletin.gwu.edu/university-regulations/general-education/>), pre-business, business core, and entrepreneurship and innovation major courses.

Students pursuing entrepreneurship and innovation as a second major should reference the entrepreneurship and innovation as a second major (p. 3) requirements section at the end of this page.

Code	Title	Credits
<b>General education courses</b>		
UW 1020	University Writing	
6 credits taken in at least two writing in the disciplines (WID) courses in two or more separate semesters. <sup>1</sup>		
One critical analysis in the humanities course. <sup>2</sup>		
One scientific reasoning with laboratory course. <sup>2</sup>		
One course with an approved oral communication component. <sup>2</sup>		
<b>Pre-business courses</b>		
BADM 1001 & BADM 1002	Business Leader Foundations I and Business Leader Foundations II <sup>3</sup>	
or BADM 1003	Business Leader Foundations for Transfer Students	
BADM 3001	Business Leader Career Strategy	
BADM 4001	Business Leader Launch	
STAT 1051	Introduction to Business and Economic Statistics	

or STAT 1053	Introduction to Statistics in Social Science
or STAT 1111	Business and Economic Statistics I
or DNSC 1001	Business Analytics I: Statistics for Descriptive and Predictive Analytics
or APSC 3115	Engineering Analysis III
STAT 2112	Business and Economic Statistics II
or STAT 2118	Regression Analysis
or STAT 2123	Introduction to Econometrics
or DNSC 2001	Business Analytics II: Predictive and Prescriptive Analytics
or ECON 2123	Introduction to Econometrics
ECON 1011	Principles of Economics I
ECON 1012	Principles of Economics II

One of the following sequences in mathematics:

MATH 1231 & MATH 1232	Single-Variable Calculus I and Single-Variable Calculus II
or MATH 1051 & MATH 1252	Finite Mathematics for the Social and Management Sciences and Calculus for the Social and Management Sciences
or MATH 1051 & MATH 1231	Finite Mathematics for the Social and Management Sciences and Single-Variable Calculus I
or MATH 1220 & MATH 1221 & MATH 1051	Calculus with Precalculus I and Calculus with Precalculus II and Finite Mathematics for the Social and Management Sciences
or MATH 1220 & MATH 1221 & MATH 1232	Calculus with Precalculus I and Calculus with Precalculus II and Single-Variable Calculus II

Code	Title	Credits
<b>Business core courses</b>		
ACCY 2001	Introduction to Financial Accounting	
BADM 4101	Business Ethics and the Legal Environment	
or BADM 4101W	Business Ethics and the Legal Environment	
Three courses selected from the following:		
BADM 2001	Markets and Politics	
or BADM 2001W	Markets and Politics	

BADM 2301	Management Information Systems Technology
BADM 3103	Human Capital in Organizations
BADM 3401	Contemporary Marketing Management
or BADM 3401W	Contemporary Marketing Management
BADM 3501	Financial Management and Markets
BADM 3601	Operations Management
BADM 4801	Strategy Formulation and Implementation
IBUS 3001	Introduction to International Business

### Entrepreneurship and innovation major courses

MGT 3300	Entrepreneurship
or MGT 3300W	Entrepreneurship
MGT 4003	Management of the Growing Entrepreneurial Venture
MGT 4082	New Venture Initiation

Seven courses selected from the following:

#### School of Business

ACCY 2002	Introductory Managerial Accounting
ACCY 4601	Business Law: Enterprise Organization
DNSC 4404	Essentials of Project Management
IBUS 4401	Managing the Multinational Enterprise
ISTM 4223	Innovation Ventures
ISTM 4233	Emerging Technologies
MGT 3201	Leadership in Action
MGT 3301	Small Business Management
MGT 3302	e-Entrepreneurship
MGT 3303	Women's Entrepreneurial Leadership
MGT 3305	Human Capital Sustainability
MGT 4084	Family Business
MGT 4085	Social Entrepreneurship
MGT 4086	Creativity and Innovation
MGT 4900	Special Topics
or MGT 4900W	Special Topics

MKTG 3142	Consumer Behavior
MKTG 3143	Marketing Research
MKTG 4148	Advertising and Marketing Communications
MKTG 4159	Marketing Strategy

#### Columbian College of Arts and Sciences

COMM 1025	Introduction to Communication Studies
ENGL 1210	Introduction to Creative Writing
ENGL 3390	Topics in Creative Writing
PHIL 2135	Ethics in Business and the Professions

SMPA 3195	Selected Topics in Journalism and Mass Communication (Entrepreneurship New Media Industry)
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SOC 1002	The Sociological Imagination
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#### School of Engineering and Applied Sciences

CE 2510	Environmental Sustainability
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#### CSCI 1030

EMSE 4410	Engineering Economic Analysis
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MAE 2170	History and Impact of the U.S. Patent System
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SEAS 4800	Special Topics
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#### Interdisciplinary and Special Programs

SUST 1001	Introduction to Sustainability
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#### School of Medicine and Health Sciences

HSCI 2109	Trends and Innovations in Health Care
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### Electives

In general, students complete 40 credits in elective courses to reach the 120 credits required for the degree. 18 of these credits must be taken outside of GWSB. Elective courses may be applied to a GWSB concentration, a non-GWSB minor, or a GWSB or non-GWSB second major. Reference the GWSB undergraduate policies section for course restrictions.

<sup>1</sup> Courses must be taken after completion of UW 1020 and in separate semesters.

<sup>2</sup> See Undergraduate Education at GW (<http://bulletin.gwu.edu/university-regulations/general-education/>) for additional information regarding approved courses for this requirement.

<sup>3</sup> First-year students take BADM 1001 and BADM 1002; transfer students take BADM 1003.

## ENTREPRENEURSHIP AND INNOVATION A SECOND MAJOR

Students pursuing entrepreneurship and innovation as a second major are required to complete the courses listed below. Non-GWSB students may declare entrepreneurship and innovation as a second major directly with their home school advisor; a signature from a GWSB academic advisor is not required.

Code	Title	Credits
<b>Required major courses</b>		
MGT 3300	Entrepreneurship	
or MGT 3300W	Entrepreneurship	
MGT 4003	Management of the Growing Entrepreneurial Venture	
MGT 4082	New Venture Initiation	
Seven courses selected from the following schools:		
School of Business		
ACCY 2002	Introductory Managerial Accounting	
ACCY 4601	Business Law: Enterprise Organization	
DNSC 4404	Essentials of Project Management	
IBUS 4401	Managing the Multinational Enterprise	
ISTM 4223	Innovation Ventures	
MGT 3201	Leadership in Action	
MGT 3301	Small Business Management	
MGT 3302	e-Entrepreneurship	
MGT 3303	Women's Entrepreneurial Leadership	
MGT 3305	Human Capital Sustainability	
MGT 4084	Family Business	
MGT 4085	Social Entrepreneurship	
MGT 4086	Creativity and Innovation	
MGT 4900	Special Topics (Entrepreneurship and the Arts)	
MKTG 3142	Consumer Behavior	
MKTG 3143	Marketing Research	

MKTG 4148 Advertising and Marketing Communications

MKTG 4159 Marketing Strategy

Columbian College of Arts and Sciences

COMM 1025 Introduction to Communication Studies

ENGL 1210 Introduction to Creative Writing

ENGL 3390 Topics in Creative Writing

PHIL 2135 Ethics in Business and the Professions

SMPA 3195 Selected Topics in Journalism and Mass Communication

SOC 1002 The Sociological Imagination

School of Engineering and Applied Sciences

CE 2510 Environmental Sustainability

CSCI 1030

EMSE 4410 Engineering Economic Analysis

MAE 2170 History and Impact of the U.S. Patent System

SEAS 4800 Special Topics

Interdisciplinary and special programs

SUST 1001 Introduction to Sustainability

School of Medicine and Health Sciences

HSCI 2109 Trends and Innovations in Health Care