

Business Administration-Decision Sciences, Entrepreneurship

Plus four credits from the following:

MATH 101 Finite Mathematics (4 credits)
MATH 109 Calculus with Review II (4 credits)
MATH 111 Calculus for Business and Social Science (4 credits)
MATH 113 Calculus I (4 credits)

Note: The math requirement must be completed by the end of the sophomore year.

Plus four credits from the following:

COMM 100 Public Speaking (4 credits)
COMM 105 Communication in the Workplace (4 credits)
COMM 322 Intercultural Communication (4 credits)
ENGL 200 or above
JOUR 215 Journalistic Writing in the Workplace (4 credits)
JOUR 311 Persuasion in Writing (4 credits)

DSCI 301 Management of Organizations and Processes (4 credits)

The objectives of this course are to develop the analysis skills, perspectives and techniques useful for managing organizations in today's competitive environment. The course provides students the opportunity to practice and develop skills in the following: formal group reports, group process skills, project management, and the analysis of an actual organization. This course includes lectures, significant group work done outside class and a strong fieldwork component. A significant amount of preparation and work is expected to be done outside the classroom.

Prerequisites: BUSN 201, ACCT 205, and junior standing

DSCI 345 Operations Management (4 credits)

An examination of the concepts and techniques utilized in the management of manufacturing and service operations. The focus is on the tactical tools of operations management systems. Topics covered include the management of process, technology, production, quality, inventory, workforce and facilities in operating systems. Offered in fall semester.

Prerequisite: DSCI 301 (or MGMT 301 from previous semesters)

DSCI 346 Materials and Supply Chain Management (4 credits)

This course will develop a basic understanding of supply chain management both within and beyond organizational boundaries. It will provide the conceptual and analytic framework for the materials management function of businesses including purchasing, inventory management (MRP), capacity planning, scheduling, and manufacturing planning and control systems; as well as a broader supply chain view. Offered in the fall semester.

Prerequisite: DSCI 301 (or MGMT 301 from previous semesters)

DSCI 347 Systems and Theories in Operations Management (4 credits)

This course emphasizes operation's philosophies, theories and techniques found in today's businesses. It provides the conceptual frameworks related to these programs and enables students to experience real world examples via plant tours and on-site visits. Topics include Total Quality Management (TQM) and/or six sigma; Just-In-Time (JIT) and/or lean/agile/flexible systems; Theory of Constraints (TOC); and other current operations management techniques. Offered in spring semester.

Prerequisite: DSCI 301 (or MGMT 301 from previous semesters)

DSCI 445 Advanced Operations Management (4 credits)

This course focuses on the current issues that are salient to the operations function. It examines current views as to the analysis and synthesis of complete operations systems. It includes recent theories and experiments aimed at improving long/short run productivity and competitiveness. It serves as an integrator for the courses that have preceded it by giving the students the opportunity to integrate and refine the knowledge, skills, and attitudes obtained from their previous courses. It stresses the practical application of operations management concepts and theories. Offered in spring semester.

Prerequisites: DSCI 345 (or MGMT 345 from previous semesters) and senior standing

Entrepreneurship (ENTR)

Opus College of Business
Department of Entrepreneurship
Spriggs (chair), Carter, Dunham, Ebben, Johnson, McVea

The study of entrepreneurship prepares students for a variety of career and life experiences. Being an entrepreneur may mean starting your own business, or it may mean working in an existing business. The key is you learn to think like an entrepreneur. You will learn to identify and analyze new opportunities, to think creatively, and to be action oriented in order to seize opportunities that create real value. These skills are important in all types of organizations, from small start-ups to large corporate settings.

Students completing a concentration in entrepreneurship will have the skills to start a business venture, to contribute to an existing company, and to be business leaders in their local communities.

Business Administration-Entrepreneurship

Concentration in Entrepreneurship

Business Core Courses

ACCT 205 Introduction to Accounting (4 credits)
BUSN 200 Community Service (0 credit)
BUSN 201 Ethics and Practice: Foundations of Business (4 credits)
DSCI 301 Management of Organizations and Processes (4 credits)
FINC 321 Financial Management (4 credits)
MKTG 300 Principles of Marketing (4 credits)

Plus four credits from the following:

BLAW 301 Legal Environment of Business (4 credits)
BLAW 302 Business Law for Accounting (4 credits)
BLAW 303 International Business Law (4 credits)
BLAW 304 Real Estate Law (4 credits)

Concentration Courses

ENTR 200 Foundations in Entrepreneurship (4 credits)
ENTR 450 Entrepreneurship: Management and Strategy (4 credits)

Plus twelve credits from the following:

ENTR 348 Franchising Management (4 credits)
ENTR 349 Family Business Management (4 credits)
ENTR 360 Creativity and Change (4 credits)
ENTR 370 Entrepreneurial Financial Resource Management (4 credits)
ENTR 380 Entrepreneurship in Practice (4 credits)
ENTR 390 Diversity in Entrepreneurship (4 credits)
ENTR 490 Topics (4 credits)

Allied requirements

ECON 251 Principles of Macroeconomics (4 credits)
ECON 252 Principles of Microeconomics (4 credits)
QMCS 220 Statistics I (4 credits)

Note: QMCS 220 should be completed by the end of the sophomore year. Transfer students who have not had an equivalent course must complete this course by the end of their first semester, junior year.

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Plus four credits from the following:

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JOUR 311 Persuasion in Writing (4 credits)

ENTR 200 Foundations of Entrepreneurship (4 credits)

Introduces the basic elements of cash flow management and the business plan. Prepares students for the more advanced presentation of these concepts offered in the General Business core, Entrepreneurship electives, and the capstone Entrepreneurship course. Students will learn the concepts of opportunity scanning and opportunity recognition. Students will conduct a self-assessment to help them better understand their personal values and aspirations to help guide their entrepreneurial career. Students will be exposed to the variety of types of entrepreneurial ventures.

Prerequisite: sophomore standing, ENTR majors only

ENTR 300 Entrepreneurship for Non-majors (4 credits)

This course focuses on the functional skills and knowledge that are necessary in the smaller business growth and development. It also will help the student develop an understanding and awareness of the way the critical areas of law, management, finance, accounting and marketing need to be integrated and applied for successful small business management. Not open to entrepreneurship majors.

Prerequisite: junior standing

ENTR 348 Franchising Management (4 credits)

This course examines several of the most important aspects of starting and managing a franchise business. Specific attention is placed on the following: the characteristics of the franchiser and franchisee; evaluation of franchising

Business Administration-Entrepreneurship, Ethics and Business Law

opportunities; legal concerns of franchising; the development of appropriate franchising strategies; and the successful planning, implementation, and launching of a new business.

Prerequisites: ENTR 200 and junior standing

ENTR 349 Family Business Management (4 credits)

This course will explore the challenges and opportunities facing individuals and families involved in business relationships. Topics addressed will include family-business culture, entrepreneurial influences, key issues and conflicts, career planning, succession and strategic planning, counseling and consulting, professional support relationships and survival skills as a son or daughter in the family business. Parents or other significant family members are invited to audit this course with their son or daughter.

Prerequisites: ENTR 200 and junior standing

ENTR 360 Creativity and Change (4 credits)

This course will acquaint students with theories and strategies for exercising the creative process. Leadership and change will also be examined to help the student understand how to effectively introduce and implement new and creative ideas.

Prerequisites: ENTR 200 and junior standing

ENTR 370 Entrepreneurial Financial Resource Management (4 credits)

Students will learn a broad array of tools to more efficiently manage scarce resources in a new venture. Bootstrapping techniques in marketing, administration, fixed assets, and many other areas will be examined. Students will learn applied approaches to current asset and liability management. Students planning to start their own business within the first year or two of graduation will benefit most from this course. Students are expected to have a proficiency in computer spreadsheet programming.

Prerequisites: ENTR 200, ACCT 205, and junior standing

ENTR 380 Entrepreneurship in Practice (4 credits)

Students will integrate experiences from placements in entrepreneurial companies with required readings, class discussion, and class assignments related to their placement experience. Students will complete 100 hours of work in the placement. They will perform appropriate, significant and relevant tasks directly under the supervision of either the lead entrepreneur or a key member of the entrepreneurial team. In addition, students will meet regularly during the semester in a classroom setting to share their experiences and learn from classmates in other placements. Finally, the instructor will also hold regular one-on-one sessions with students to provide overall supervision for the placement experience and to assure that the student is integrating classroom learning with the placement experience.

Prerequisites: ENTR 200 and junior standing

ENTR 390 Diversity Issues in Entrepreneurship (4 credits)

Women and minority entrepreneurs face specific issues relating to access and equity in their efforts to establish new ventures. This course will examine these issues from both a public policy perspective and from an applied management perspective. This course fulfills the Human Diversity requirement in the core curriculum.

Prerequisites: ENTR 200 and junior standing

ENTR 450 Entrepreneurship: Management and Strategy (4 credits)

This is the capstone course in entrepreneurship. It will include guest speakers from the entrepreneurial business world, extensive case analysis of entrepreneurial ventures and intensive personal business plan development. Students are expected to have a proficiency in computer spreadsheet programming.

Prerequisites: One ENTR elective, FINC 321, DSCI 301 (or MGMT 301 from previous semesters), and MKTG 300

Ethics and Business Law (BLAW)

College of Business

Department of Ethics and Business Law

Marsnik (chair), Buckeye, Elm, Garrison, Goodpaster, R. Kennedy, Kunkel, Swink, Wendt

Business law plays an increasingly prominent role in the workplace and in our personal lives. The proliferation of laws, regulations, and legal decisions determining the limits of appropriate business behavior makes an understanding of law and legal process vital to the business professional.

Students graduating with a concentration in Ethics and Business Law will have explored in depth the nature of the legal environment of business and the ways in which legal rules and processes affect business decision making. Students will have developed critical-thinking and problem-solving skills by fostering an awareness of legal reasoning and legal analysis.

This concentration is relevant to all business administration students, but it is particularly appealing to those students interested in the more highly regulated fields of business and/or the role and nature of the legal process. The concentration is not designed to be a pre-law program, but may be of interest to students considering graduate study in law, business, or public administration.

The concentration is structured to ensure that students receive both a solid grounding needed for the B.A. in Business Administration and an additional focus in business law.