



**BACHELOR of SCIENCE in ENTREPRENEURSHIP (#542)**

Department of Management  
Gordon Ford College of Business  
Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

**Success Markers**

**SAMPLE - 4 year plan**

FIRST YEAR	Fall Semester		Spring Semester	
	<i>Visit the Center for Entrepreneurship and Innovation (Grise Hall 234) and attend an event hosted by the CEI!</i>	BA 175, University Experience Business	3	Arts & Humanities (E-AH)
ENG 100, Introduction to College Writing (F-W1)		3	HIST 101 or 102, World History I or II (F-SB)	3
*COMM 145, Fund Speaking/COMM: BUS/PROF (F-OC)		3	*ACCT 200, Introductory Accounting – Financial (Completion of Colonnade Math)	3
*MATH 116, College Algebra (F-QR)		3	Foreign Language (Language Proficiency)	3
*CIS 141, Basic Computer Literacy		3	ENG 200, Introduction Literature (ENG 100) (F-AH)	3
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

SECOND YEAR	Fall Semester		Spring Semester	
	<i>Join The Network Entrepreneurship Student Organization or Enactus!</i>	*ACCT 201, Introductory Accounting – Managerial (ACCT 200)	3	Natural & Physical Sciences with lab (E-SL)
*ECON 202, Principles of Economics – Micro (Sophomore) (E-SB)		3	*ECON 203, Principles of Economics – Macro (Sophomore) (E-SB)	3
CIS 243, Principles of MIS (CIS 141)		3	*ECON 206, Statistics (ECON 202/203 and MATH 116 or higher)	3
Natural & Physical Sciences (E-NS)		3	MGT 200, Legal Environment of Business (Sophomore)	3
MGT 210, Organization and Management (Sophomore)		3	MKT 220, Basic Marketing Concepts (Sophomore)	3
<b>TOTAL CREDIT HOURS</b>		<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**World Language Proficiency:** All students entering in fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to: <http://www.wku.edu/modernlanguages/placement/>.

**Colonnade Program:** All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. ENT 312 Entrepreneurship (required for the major) is a Colonnade Connections course in the Systems area and may be taken after 21 hours of Foundations and Explorations coursework. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to [http://www.wku.edu/colonnade/documents/approved\\_colonnade\\_courses\\_website.pdf](http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf).

**Admission to the Gordon Ford College of Business and the Entrepreneurship Major –** To gain admission to the Gordon Ford College of Business (GFCB) and the Entrepreneurship Major students must have 60 earned hours with a minimum 2.5 overall GPA. They must also complete the eight admission courses (ACCT 200, ACCT 201; CIS 141; COMM 145; ECON 202, ECON 203, ECON 206; MATH 116 (or higher)). Entrepreneurship majors must also earn a separately calculated 2.5 GPA in ACCT 200; CIS 141; COMM 145; ECON 202, ECON 206; and MGT 210 (with a grade of “C” or higher in MGT 210).

THIRD YEAR  <i>Enter Topper Tank or the Business Plan Competition!</i>	Fall Semester		Spring Semester	
	ENG 300, Writing in Disciplines ( <i>ENG 200</i> ) ( <i>F-W2</i> )	3	Connections ( <i>K-LG</i> )	3
	MGT 313 Decision Modeling ( <i>CIS243, ECON206</i> )	3	Connections ( <i>K-SC</i> )	3
	FIN 330, Principles of Financial Management ( <i>ACCT 200, MATH 116, &amp; ECON 202/203</i> )	3	MKT 427, Entrepreneurial Marketing ( <i>MKT 220</i> )	3
	General University Elective (Upper Division if <i>ENG 300</i> not chosen)	3	General University Elective (Upper Division)	3
	ENT 312, Entrepreneurship ( <i>Junior or 21 hours of Foundations/Explorations</i> ) Connections ( <i>K-SY</i> )	3	MGT 305, Critical Thinking in Management ( <i>Junior, MGT 200</i> ) OR MATH 119, Fundamentals of Calculus ( <i>MPE placement OR MATH 116 or 118 "C"</i> )	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

FOURTH YEAR  <i>Apply for Graduation and CELEBRATE!!!</i>	Fall Semester		Spring Semester	
	Approved Elective 1**	3	ENT 496, Small Business Analysis & Strategy ( <i>Senior; CIS 243, FIN 330, MGT 210, MGT 314, MKT 220</i> )	3
	MGT 314, Operations Management ( <i>ECON 206; Junior</i> )	3	Entrepreneurship Elective 2*	3
	FIN 441, Entrepreneurial Finance ( <i>FIN 330</i> )	3	General University Elective	3
	Entrepreneurship Elective 1*	3	Approved Elective 2**	3
	ENT 380, New Venture Business Planning ( <i>ENT 312 or permission of instructor</i> )	3	MGT 499 Senior Assessment	1
			General University Elective	2
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**Total Credit Hours: 120**

\*Entrepreneurship electives must be chosen from ENT 308, 463, 490, 425, 410 or any other approved 300 or 400 level ENT course.

\*\*Approved electives may be chosen from ECON 414, MKT 323, MKT 325, MKT 328, MKT 329, MGT 311, MGT 333, or may come from the Entrepreneurship Electives list, or may be from any discipline on campus, and must be approved by the Management Department Chair.

**For more Information:**

**Department:** Department of Management, Grise Hall 200

**Website:** <http://www.wku.edu/management/>

**Phone:** (270) 745-5408

**Email:** [mgt@wku.edu](mailto:mgt@wku.edu)

Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>