

MANAGEMENT MAJOR, BBA - ENTREPRENEURSHIP CONCENTRATION

Campus: NYC, Westchester

The Entrepreneurship concentration prepares students for careers in entrepreneurship and small business. It focuses on providing students with the skills that they will need to initiate and manage business ventures, including developing new products, drafting a business plan, and forming and running a family business. Other topics covered are financial management, marketing, and human resource management in a small business setting. Students will also learn to analyze consumer and business trends and to use this information in planning and developing a new business venture.

Major Completion Summary

Requirement	Credits
University Core Requirements	53
Major Requirements	47
Open Electives	28
Total Credits	128

University Core Requirements (53 Credits)

See complete University Core (<https://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Includes several of the major-required courses listed below:

Code	Title	Credits
Foundation Requirements		
MAT 104	Finite Mathematics	3
CIS 101 or TS 105	Introduction to Computing Computers for Human Empowerment	3
Lubin Foundation Requirement in Quantitative Reasoning ¹		
ECO 105	Principles of Economics: Macroeconomics	3
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics ²	4
One Elective Course in Mathematics or Economics ³		3

¹ These four courses are applied to the University Core Areas of Knowledge (AOK) requirement as an In-depth Sequence in Quantitative Reasoning. Therefore, Lubin majors are required to complete only one course from each of the four Areas of Knowledge. See Lubin Foundation Requirement (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/#business-foundation>) in Quantitative Reasoning for more details.

² MAT 117 Elementary Statistics satisfies one course in AOK- HSN (AOK5)

³ Any ECO or MAT course, except MAT 100, 102, 103, 104, 117, 130, 134, 234 or ECO 105 or 106.

Major Requirements (47 Credits)

Code	Title	Credits
Business Core ¹		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts	3
MGT 226	Business Analytics	3
MGT 490	Business Strategy	3
Major Requirements		

MGT 150	Managerial and Organizational Concepts ²	(3)
MGT 226	Business Analytics ²	(3)
MGT 490	Business Strategy ²	(3)
MGT 222	Organizational Behavior	3
Entrepreneurship Concentration		
<i>Required Concentration Courses</i>		
MGT 216	Venture Initiation and Entrepreneurship	3
MGT 319	International Entrepreneurship	3
MGT 416	Business Plan Development	3
MAR 431	New Product Development	3
<i>Elective Concentration Course</i>		
Select one of the following:		3
MGT 309	Restaurant and Foodservices Management	
MGT 315	Small Business Management	
MGT 317	Human Capital in Entrprnrshp	
MGT 320	Entrepreneurial Implementation	
MGT 365	Managerial Negotiations	
MGT 370	Managing Creativity	
MGT 394A	Management Internship	
MAR 222	Marketing Research	
MAR 332	Selling and Sales Management	
MAR 343	Direct Marketing	
LAW 310	Employment Law	
LAW 318	Intellectual Property Law	

Total Credits **47**

¹ See Business Core Requirements (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/>) for more details.

² Applied toward the Business Core.

Open Electives (28 Credits)

Code	Title	Credits
Open Electives		
Select 28 credits ¹		28
Total Credits		28

¹ Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for all first-year students

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
BUS 101	Contemporary Business Practice	3
ECO 105	Principles of Economics: Macroeconomics	3
ENG 110 or ENG 120	Composition or Critical Writing	3 or 4
MAT 104	Finite Mathematics	3
Area of Knowledge (AOK)		3
Credits		16-17
Spring		
CIS 101	Introduction to Computing	3
ECO 106	Principles of Economics: Microeconomics	3

MAT 117	Elementary Statistics	4
ENG 120	Critical Writing (or Area of Knowledge (AOK)) ¹	4
MGT 150	Managerial and Organizational Concepts	3
Learning Community (LC) Required*		
Credits		17
Second Year		
Fall		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
LAW 150	Business Law I	3
MAT or ECO Elective		3
Second Language Course		3
Credits		16
Spring		
ACC 204	Managerial Accounting	4
MGT 222	Organizational Behavior	3
MAR 201	Principles of Marketing	3
Area of Knowledge (AOK)		3
Second Language Course or Liberal Arts & Science Elective		3
Credits		16
Third Year		
Fall		
ENG 201	Writing in the Disciplines	3
FIN 260	Financial Management	3
MGT 216	Venture Initiation and Entrepreneurship ^{Concentration Course}	3
Foundation Science Course with Lab		3
Area of Knowledge (AOK) and/or Writing Enhanced (WE)		3
Credits		15
Spring		
MGT 319	International Entrepreneurship ^{Concentration Course}	3
MGT 226	Business Analytics	3
Area of Knowledge (AOK)		3
Open Elective		3
Open Elective and/or Writing Enhanced (WE)		3
Open Elective and/or Civic Engagement (CE/AOK I)		3
Credits		18
Fourth Year		
Fall		
MGT 416	Business Plan Development ^{Concentration Course}	3
MAR 431	New Product Development ^{Concentration Course}	3
Open Elective		3
Open Elective		3
Open Elective		3
Credits		15
Spring		
MGT 309 or MGT 315	Restaurant and Foodservices Management (or MGT 317/320/365/370/394A or MAR 222/332/343 or LAW 310/318) ^{Concentration Elective} or Small Business Management	3
MGT 490	Business Strategy	3
Open Elective		3
Open Elective		3

4 Management Major, BBA - Entrepreneurship Concentration

Open Elective	3
Credits	15
Total Credits	128-129

¹ Students transferring ENG 120 with 3 credits will need to take an additional one (1) Liberal Arts and Science Elective Credit.