



Entrepreneurship

at Benedictine University

Why study Entrepreneurship at Benedictine?

The major in Entrepreneurship offers a unique learning experience to students who aspire to start a business or work in the innovation center of an established corporation. Students develop entrepreneurial skills by learning concepts in management, marketing and finance as applied to the development and growth of a new business.

Entrepreneurship majors are prepared to start, manage and grow their own business or work in the innovation center of an established corporation.

Benedictine University offers you:

- Opportunities to gain practical experience while earning a salary and collecting college credit through internships.
- A superb location in Chicago's western suburbs where you will be near high-tech industries, many with national headquarters nearby.
- Potential membership in the Accounting Club, Investment Club or the American Marketing Association, all of which organize field trips, guest speakers and social events around your business interests.
- An opportunity to study topics in related programs such as opinion research, computer science, advertising and organizational behavior that will help you develop additional marketable skills.
- Close contact with professional faculty made possible by our low student-to-faculty ratio.
- Broad-based education that will help you attain your first professional job and become an asset in earning future promotions.
- Easy accessibility to more than 100 computer terminals for your classroom and research needs.
- Education abroad opportunities at business schools in other countries.

What careers are available with a degree in Entrepreneurship?

Our program has been designed to provide you with the necessary theoretical background for careers in the following fields:

- Mid-level Management
- E-Commerce Entrepreneur
- Small Business Manager
- Sales Manager
- Fundraiser
- Business Development

How does the program work?

As an Entrepreneurship major, you will acquire a broad base of knowledge represented by the University's core courses taken by all students that will prove valuable in your future career development and daily life as a citizen of your community. You will learn the fundamentals of the economic system, both as it functions within the corporation and at the national and international level. You will learn the principles of management accounting, marketing, managerial finance and statistics. You will develop your knowledge in computer science, college algebra and finite mathematics or business calculus, along with the knowledge in ethics and each of the related social sciences: sociology, political science and psychology. To complete your major, you will take six additional 300-level courses in such areas as finance and funding of start-ups, marketing and innovation.

Internship M.B.A. 4+1 Program

Earn a graduate degree in approximately one year after earning your undergraduate degree with the Internship Master of Business Administration (M.B.A.) program developed specifically for students who wish to earn an M.B.A. degree immediately following an undergraduate degree. The program provides a faculty advisor who guides students in locating internships. Acceptance into the program is determined individually for each student based on transcript grades. Course waivers or substitutions are not guaranteed. Typically, two years of work experience is required, with consideration of part-time employment given.

Program Map

Entrepreneurship

The program map outlines Entrepreneurship requirements for graduation. It does not specify all general education requirements for graduation.

- Suggested time frame to enroll in major requirements and finish within four years.
- Recommended term to enroll in course.

Department Core ("C" or better required)	Course/Modes of Inquiry	Prerequisites	Year 1		Year 2		Year 3		Year 4	
			Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Accounting I	ACCT 111	MATH 105 or MATH 110	●							
Accounting II	ACCT 112	ACCT 111		●						
Macroeconomics	ECON 101	MATH 105, 108 or 110		●						
Microeconomics	ECON 102	MATH 105, 108 or 110			●					
Business Statistics I	MGT 150	MATH 105 or 110			●					
Business Statistics II	MGT 251 or BALT 301	MGT 150				●				
Managerial Finance	FINA 300	ACCT 112 and MATH 105 or MATH 110			●					
Management	MGT 300	Sophomore Standing				●				
Marketing	MKTG 300	Sophomore Standing					●			
Strategic Management	MGT 380	Senior Standing, FINA 300, MGT 300 and MKTG 300								●
Cognates (9 semester credit hours)										
Excel for Mere Mortals	BALT 240		●							
Business Calculus	MATH 115	MATH 105 or MATH 110		●						
Ethics	MGT 252 or approved Philosophical (OPL) course						●			
Specialization Courses ("C" or better required: 12 semester credit hours)										
Entrepreneurship	MGT 301	MGT 300, ACCT 111					●			
Finance and Funding	ENT 310	FINA 300					●			
Personal Selling and Sales Management	MKTG 333	MKTG 300						●		
Social Media Marketing	MKTG 347								●	
Specialization Electives ("C" or better required: 6 semester credit hours)										
Technology Innovation	ENT 320									
Family Businesses	ENT 330									
Entrepreneurial Challenge	ENT 340	Offered Periodically								
Project Management	MGT 347	Junior or Senior Standing								
300-level MGT course										

Concentrations

What are concentrations? Concentrations are specific groupings of courses designed to develop a career focus within an undergraduate major. These bundles of courses allow students to focus their studies and actively prepare for a career in a specialized field. Certain courses in the concentration may fulfill major specialization requirements in several majors.

Business Analytics

Twelve semester credit hours consisting of: BALT 310 Visualization Techniques and Dashboarding, BALT 320 Data and Text Mining, BALT 330 Database Structures and Queries, and BALT 340 Web Intelligence and Analytics.

Digital Marketing

Twelve semester credit hours consisting of: MKTG 345 Introduction to Web Analytics, MKTG 347 Social Media Marketing, MKTG 348 Content Development and Search Engine Optimization, and MKTG 349 Search Engine Marketing.

Integrated Marketing Communications (IMC)

Thirteen semester credit hours consisting of: MKTG 330 Promotional Strategy, MKTG 333 Personal Selling and Sales Management, MKTG 334 E-Commerce, and either COMM 263 Advertising Copywriting or GAD 260 Graphic Design I.

Operations Management

Twelve semester credit hours consisting of: MGT 333 Operations Management, BALT 350 Business Process Management and Modeling, MGT 235 Business Law I and INTB 340 Global Logistics.

Sports Management

Twelve semester credit hours consisting of two required courses: MGT 305 Introduction to Sports Culture in America and MKTG 305 Sports Marketing; and two of the following courses: MGT 235 Business Law, MGT 297 Internship or MGT 301 Entrepreneurship.

Sports Marketing

Twelve semester credit hours consisting of two required courses: MKTG 305 Sports Marketing and MGT 305 Introduction to Sports Culture in America; and two of the following courses: MKTG 297 Internship, MKTG 330 Promotional Strategy or INTB 371 International Negotiations.

Visualization Techniques

Twelve semester credit hours consisting of two required courses: BALT 315 Advanced Data Visualization Techniques, BALT 318 Infographics for Business, BALT 370 Introduction to GIS for Business Analysis and GAD 260 Graphic Design I.