

# ENTREPRENEURSHIP MAJOR (B.S.B)

In the Entrepreneurship major, students develop their entrepreneurial mindset in a way that fits their individual interests and ambitions. They learn the knowledge and skills needed to create a new business, to start a new social enterprise, launch a new venture in a corporate setting, and/or refresh an existing enterprise.

## Entrepreneurship Club

The Entrepreneurship Club serves as a resource for Seton Hall students interested in entrepreneurship. The Club hosts guest speakers, co-sponsors entrepreneurship events, and meets on a regular basis. The Entrepreneurship Club supports major entrepreneurship events on campus, including the Pirates Pitch Startup Contest, Pirates Pitch for High School Students competition, entrepreneurship boot camps and entrepreneurship workshops.

## Pirates Pitch

Pirates Pitch is the annual Seton Hall University Business Startup Competition. Sponsored by the Center for Innovation and Entrepreneurship, the competition encourages student teams to dream up an idea for a business or, if a student already has started a business, an idea to expand that fledgling business. The student teams then pitch that idea to a panel of judges comprised of successful entrepreneurs and venture capitalists. Prizes include both cash and free business services. Team members must be undergraduate or graduate matriculated students who are enrolled full-time or part-time at Seton Hall University.

## Entrepreneurship Major Requirements

Students majoring in Entrepreneurship must maintain an average GPA of 2.5 or higher in their major courses.

Given the multidisciplinary nature of entrepreneurship, all students pursuing a major in Entrepreneurship are required to have an additional major in any field. Students who are launching businesses before graduation may apply for a waiver from the department chair of this requirement.

In addition, students must complete the following requirements:

Code	Title	Hours
<b>Required Entrepreneurship Foundation Courses</b> <sup>1</sup>		
BMGT 4565	Creativity and Innovation	3
BMGT 4640	Innovation and Entrepreneurship	3
<b>Entrepreneurship Focus Courses</b> <sup>2</sup>		
BMGT 3442	Social Entrepreneurship	3
	or BMGT 4566 Starting a Business	
<b>Entrepreneurship Application Course</b> <sup>3</sup>		
Select one of the following:		3
BMGT 4567	Entrepreneurship Lab	
BMGT 4602	Directed Research Entrepreneurship	
BMGT 4654	Internship in Entrepreneurship	
<b>Entrepreneurship Elective Course</b> <sup>4</sup>		
Select one of the following:		3
BACC 3115	Cost Accounting	

BFIN 3211	Financial Strategy
BLAW 4310	Advanced Topics in Legal Studies
BMGT 3442	Social Entrepreneurship <sup>5</sup>
BMGT 3524	Doing Business in India
BMKT 3611	Marketing Research
BITM 3741	Supply Chain Management
BLAW 4320	Disruption, Technology and Law
BSPM 4535	The Management of Sport Organizations
BMGT 4560	Project Management
BMGT 4562	Negotiation
BMGT 4566	Starting a Business <sup>6</sup>
BMKT 4612	Qualitative Market Research
BMKT 4625	Retail Marketing
BMKT 4629	Sales and Personal Selling
BMKT 4631	Advertising Management
BMKT 4633	Product Management and Development

**Total Hours** 15

<sup>1</sup> Prerequisite BMGT 2501 Principles of Management

<sup>2</sup> Prerequisite: BMGT 4640 Innovation and Entrepreneurship

<sup>3</sup> After completing the Required Entrepreneurship Foundation courses, students will select one of the following application courses. The courses allow students to apply entrepreneurship concepts in a context related to their own personal career objectives. Prerequisites BMGT 4565 Creativity and Innovation and BMGT 4640 Innovation and Entrepreneurship.

<sup>4</sup> Note: This list includes the same courses as the electives for the Certificate in Entrepreneurship.

<sup>5</sup> If BMGT 4566 Starting a Business is taken as the focus course.

<sup>6</sup> If BMGT 3442 Social Entrepreneurship is taken as the focus course