

HERZING

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT WITH A CONCENTRATION IN ENTREPRENEURIAL STUDIES (BSBMES)

PROGRAM DESCRIPTION

This bachelor's degree is designed to provide an understanding of the roles and responsibilities, functions, and challenges of today's entrepreneurs. Students will take classes to increase their knowledge and understanding of the importance of entrepreneurial law, social responsibility, product development, and innovation. The goal of the program is to provide students with the basic knowledge and skills necessary to start a small business or develop an existing business upon graduation. By the end of the program, students should be able to develop a comprehensive business plan, which includes a well-constructed financial and marketing component.

PROGRAM OBJECTIVES

Upon completion of their program, the student should be able to:

1. Demonstrate effective sales and negotiation skills.
2. Gain an understanding of the importance of social responsibility, values, and ethics in today's business world.
3. Understand the importance of federal law, regulations, and meeting compliance and their impact on small businesses.
4. Gain a working knowledge of how to overcome economical constraints.
5. Demonstrate a basic working knowledge of human resource functions and their impact on small businesses.
6. Perform an internal and external SWOT (strengths, weaknesses, opportunities, and threats) analysis of business ownership.
7. Examine various ways to obtain capital and financing for a business.
8. Think critically at a conceptual level and by using mathematical analysis as well as the scientific method; write and speak effectively; use basic computer applications; and understand human behavior in the context of the greater society in a culturally diverse world.

POTENTIAL JOB POSITION TITLES

Potential job position titles for which this program provides opportunities include venture capitalist, E-business consultant for small firms, small business owner, or franchise owner.

PROGRAM CONTENT

A minimum of 123.00 semester credit hours is required for graduation.

REQUIRED MANAGEMENT CORE COURSES

All courses, 36.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 107	Accounting I	IS 102	3.00
AC 220	Finance	AC 107	3.00
BU 106	Introduction to Management	None	3.00
BU 204	The Digital Firm and Business Communications	BU 106	3.00
BU 206	Business Law I	None	3.00
BU 220	Principles of Marketing	BU 106	3.00
BU 302	Leadership and Organizational Behavior	BU 106	3.00
BU 327	Business Ethics	BU 206	3.00
BU 345	Project Management	None	3.00
BU 407	Quantitative Decision-Making	MA 204 or MA 225 or MA 320	3.00
EC 111	Principles of Microeconomics	None	3.00

Course Number	Course Name	Prerequisite	Credit Hours
EC 121	Principles of Macroeconomics	None	3.00

REQUIRED COURSES IN ENTREPRENEURSHIP

All courses, 36.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
AC 216	Accounting II	AC 107	3.00
AC 306	Managerial Cost Accounting	AC 216	3.00
BU 216	Social Media	None	3.00
BU 235	Entrepreneurship	BU 106	3.00
BU 247	Advertising and Public Relations	BU 220	3.00
BU 310	Business Law II	BU 206	3.00
BU 328	Product Development and Innovation	BU 220	3.00
BU 332	Small Business Development and Planning	BU 220	3.00
BU 336	Art of Negotiation	BU 220	3.00
BU 406	International Business	BU 106	3.00
BU 447	Marketing Research	BU 220 and MA 320	3.00
BU 450	Marketing Strategy	BU 220	3.00

OPEN ELECTIVE COURSES

A minimum of 9.00 semester credit hours of open electives are required.

REQUIRED CAPSTONE OR INTERNSHIP

3.00 semester credit hours are required.

Course Number	Course Name	Prerequisite	Credit Hours
BU 491	Capstone Project	Final semester	3.00
BU 495	Internship	Final semester and PD 214	3.00

REQUIRED COURSES IN GENERAL EDUCATION

Students enrolled in this bachelor's degree must complete a minimum of 37.00 semester credit hours in general education distributed among the following disciplines. A minimum of 9.00 semester credit hours must be upper level (300- to 400-level courses). Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

- 1.00 Semester Credit Hour in Information Literacy
- 6.00 Semester Credit Hours in English Composition or Literature
- 3.00 Semester Credit Hours in Speech
- 4.00 Semester Credit Hours in Computer Applications ♦
- 7.00 Semester Credit Hours in Mathematics (College Algebra or Above) ▲
- 4.00 Semester Credit Hours of Natural Science With a Lab Component
- 3.00 Semester Credit Hours in Social or Behavioral Science
- 3.00 Semester Credit Hours in Humanities With a Critical Thinking Focus ** ♦
- 3.00 Semester Credit Hours in Cultural Diversity
- 3.00 Semester Credit Hours of General Education Electives ♦

- * Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 37.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.
- ** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, logic, or science.
- ▲ Students in the BSBMES program must take MA 320 Statistics.
- ◆ The state of Minnesota requires a minimum of 30.00 semester credit hours of general education for bachelor's degrees, not counting computer applications. However, all Herzing University students in the BSBMES program must complete a minimum of 37.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this bachelor's degree program. Minnesota students must complete at least 4.00 semester credit hours of general education in the humanities.

PERSONAL AND PROFESSIONAL DEVELOPMENT COURSES

2.00 semester credit hours are required. Students taking the BU 495 Internship must also take PD 214.

Course Number	Course Name	Prerequisite	Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00
PD 214	AS/AAS/BS/Diploma Internship Preparation	None	0.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzing.edu/academics/business-management>