

BACHELOR OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION

Program Contact: Robert Yawson (Robert.Yawson@qu.edu)
(Robert.Yawson@qu.edu) 203-582-5023

Entrepreneurship is an important driver of growth for both the national and international economy. Students are prepared to think innovatively, develop new ideas for existing businesses and create new business ventures. However, entrepreneurship is even more than the creation of a new business venture. Entrepreneurship encompasses seeking opportunity, identifying and acknowledging risk and, most importantly, persisting until the idea becomes reality. Entrepreneurial thinking can be applied to all contexts and organizations. At Quinnipiac University, we facilitate the development of an entrepreneurial mindset and attitude in our students; this enables them to apply their unique attributes and skills to realize innovative ideas in a variety of settings including for-profit and not-for-profit organizations, new and existing ventures, and business and non-business activities. The development of an entrepreneurial mindset creates career opportunities for students whether starting their own business or going to work in a large or small organization.

The Entrepreneurship and Innovation program includes a rigorous and rounded academic curriculum complemented by extracurricular and service learning involvement in the region's business activity. The program develops entrepreneurial thinking, establishes a foundation in sound business practices along with an appreciation and understanding of the arts and sciences, and hones the skills necessary for successful entrepreneurship and small business management. This is accomplished through a distinct and innovative curriculum.

The program is highly experiential, allowing students to work on team and individual projects to develop and improve businesses and business ideas. Students compete in regional and national business plan competitions and interact with various agencies and financial institutions supportive of entrepreneur and small business success. The program includes local, regional and national companies and small business owners sharing their expertise and experiences as an important element in the program's educational process.

The BS in Entrepreneurship and Innovation requires a minimum of 122 credits as outlined here.

Please see footnotes for additional information.

Code	Title	Credits
University Curriculum (http://catalog.qu.edu/academics/university-curriculum/)		46
Business Core Curriculum		28
Entrepreneurship & Small Business Management Core		
ENT 210	Introduction to Entrepreneurial Thinking and Practice	3
ENT 250	Idea Validation and Business Model Development	3
ENT 310	Creativity and Innovation Management	3

ENT 340	Opportunity Recognition and Negotiation	3
or IB 324	Negotiating Internationally	
ENT 420	Business Launch	3
or IB 401	International Strategy and Business Plan	
Select three of the following electives (9 credits):		9
The department encourages students to consider a Global Entrepreneurship theme: IB 311, IB 335, IB 352		
ENT 110	Entrepreneurship and Innovative Responses to the Coronavirus	
ENT 220	The Business of Music	
ENT 290	Business Accelerator	
ENT 299	Special Topics in Entrepreneurship	
ENT 320	Small Business Marketing	
ENT 330	Entrepreneurial Finance	
ENT 331	Family or Small Business Financing	
ENT 350	Social Entrepreneurship	
ENT 360	Small and Family Business	
ENT 361	Managing the Family or Small Business	
ENT 371	Business Plan Competition	
ENT 430	Practicum in Entrepreneurship	
ENT 490	Field Projects	
IB 120	Introduction to Doing Business in the European Union	
IB 300	Special Topics in International Business	
IB 311	International Marketing	
IB 320	Introduction to Global Entrepreneurship	
IB 335	International Finance	
IB 352	International Management	
JRN 388	The Stories of Business	
MG 341	Service Operations Management	
MG 342	Supply Chain Analytics	
MG 343	Procurement and Sourcing	
MK 320	Marketing Research	
PO 332	European Politics	
SB 360	International Business Immersion	
SB 488	Business Internship	
Open Electives		24
Total Credits		122

For those students interested in an ENT/IB double major please consult with the department chair for information about course requirements.

This is a *recommended* plan of study as course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.

Course	Title	Credits
First Year		
Fall Semester		
FYS 101	First-Year Seminar (UC Foundations Inquiry)	3
EN 101	Introduction to Academic Reading and Writing (UC Writing 1)	3
SB 101	The Business Environment (Business Core Curriculum)	3
CIS 101	Introduction to Applied AI and Business Analytics	3
MA 170	Probability and Data Analysis (UC Math)	3
Credits		15
Spring Semester		
EN 102	Academic Writing and Research (UC Writing 2)	3
EC 111	Principles of Microeconomics (Business Core and UC Social Science)	3
EC 272	Advanced Applied Statistics	3
Business Core		3
Business Core		3
Credits		15
Second Year		
Fall Semester		
ENT 210	Introduction to Entrepreneurial Thinking and Practice	3
EC 112	Principles of Macroeconomics	3
Business Core		3
Business Core		3
Business Core		3
Credits		15
Spring Semester		
ENT 250	Idea Validation and Business Model Development	3
Business Core		3
Business Core		3
Business Core		3
UC Disciplinary Inquiry		3
SB 250	Career Planning and Development	1
Credits		16
Third Year		
Fall Semester		
ENT 310	Creativity and Innovation Management	3
ENT Elective		3
UC Disciplinary Inquiry		3
UC Personal Inquiry		3
UC Personal Inquiry		3
Credits		15
Spring Semester		
ENT 340 or IB 324	Opportunity Recognition and Negotiation or Negotiating Internationally	3
ENT Elective		3
UC Disciplinary Inquiry NS + Lab		4
UC Personal Inquiry		3

Open Elective		3
Credits		16
Fourth Year		
Fall Semester		
ENT 420 or IB 401	Business Launch or International Strategy and Business Plan	3
SB 420	Strategic Management Integrated Seminar	3
Open Elective		3
Open Elective		3
Open Elective		3
Credits		15
Spring Semester		
ENT Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
Credits		15
Total Credits		122

Student Learning Outcomes

Students who graduate with this degree will demonstrate the following competencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individuals and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

Suggested Transfer Curriculum for BS in Entrepreneurship and Innovation

A minimum of 60 credits is required for transfer into the BS in Entrepreneurship and Innovation program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

Course	Title	Credits
First Year		
Fall Semester		
English I		3
Introduction to Business		3
Microeconomics		3
Business Statistics		3
History Elective		3
Credits		15
Spring Semester		
English II		3
Macroeconomics		3
Financial Accounting		3
Information Systems		3
Marketing		3
Credits		15
Second Year		
Fall Semester		
Managerial Accounting		3
Finance		3
International Business		3
Management		3
Art Elective		3
Credits		15
Spring Semester		
Operations Management		3
Business Law		3
Science Elective with Lab		4
Social Science Elective		3

Additional Elective (Business or other)	3
Credits	16
Total Credits	61