

## Pathway: Interdisciplinary Pathway in Entrepreneurship

### *Purpose:*

The Entrepreneurship pathway is designed to equip students with the knowledge and skills necessary to start, manage, and grow their own businesses. This interdisciplinary program combines courses from business, social sciences, technology, and communications to provide a well-rounded education in entrepreneurship. Graduates will be prepared to navigate the challenges of starting a new venture, understand market dynamics, leverage technology, and effectively communicate their ideas.

### *Career Outcomes:*

- Entrepreneur
- Small Business Owner
- Business Consultant
- Startup Advisor
- Product Manager
- Innovation Manager
- Marketing Manager
- Venture Capital Analyst

### *10-Course Academic Pathway*

1. **BUS 301 - Principles of Management**
  - **Description:** An overview of management principles, including planning, organizing, leading, and controlling within organizations.
  - **Level:** 300
2. **BUS 305 - Principles of Marketing**
  - **Description:** Covers the fundamental concepts of marketing, including market research, consumer behavior, product development, and marketing strategies.
  - **Level:** 300
3. **BUS 320 - Entrepreneurial Finance**
  - **Description:** Focuses on financial issues faced by entrepreneurs, including funding strategies, financial planning, and investment analysis.
  - **Level:** 300
4. **SOC 360 - Sociology of Entrepreneurship**
  - **Description:** Examines the social and cultural factors that influence entrepreneurial behavior and the creation of new ventures.
  - **Level:** 300
5. **PSYC 370 - Psychology of Entrepreneurship**
  - **Description:** Studies the psychological traits, motivations, and behaviors of entrepreneurs, including risk-taking and decision-making processes.
  - **Level:** 300
6. **TECH 340 - Technology and Innovation**
  - **Description:** Explores the role of technology in driving innovation and creating new business opportunities. Topics include emerging technologies, innovation management, and tech-driven business models.

- **Level:** 300
- 7. **COMM 401 - Advanced Public Speaking**
  - **Description:** Develops advanced skills in public speaking, including speech writing, delivery techniques, and audience analysis, essential for pitching business ideas.
  - **Level:** 400
- 8. **BUS 450 - Strategic Management**
  - **Description:** Focuses on the formulation and implementation of business strategies, competitive analysis, and organizational performance.
  - **Level:** 400
- 9. **BUS 470 - Entrepreneurship and New Venture Creation**
  - **Description:** Covers the process of creating and launching a new business, including opportunity recognition, business planning, and resource allocation.
  - **Level:** 400
- 10. **TECH 480 - Digital Marketing and Analytics**
  - **Description:** Examines the principles and practices of digital marketing, including social media strategies, online advertising, and data analytics to drive business growth.
  - **Level:** 400

These courses collectively build a strong foundation in entrepreneurship, combining knowledge from multiple disciplines to prepare students for the challenges and opportunities of starting and managing their own businesses.