The entrepreneurship emphasis is designed to acquaint students with the problems commonly encountered when starting, growing, and harvesting business ventures. Emphasis is on the entrepreneurial career perspective, not on one-shot ventures.

For students entering the degree program during the 2013–2014 curricular year.

Marriott School of Management

BS in MANAGEMENT: Entrepreneurship Emphasis (326420) MAP Sheet

This is a limited enrollment program requiring departmental admissions approval. Please see the college advisement center for information regarding requirements for admission to this emphasis.

### UNIVERSITY CORE AND GRADUATION REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
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<tbody>
<tr>
<td>Doctrinal Foundation</td>
<td>2</td>
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<td>Rel A 121/H and 122/H</td>
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<td>Book of Mormon</td>
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<td>New Testament</td>
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<td>2.0</td>
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<td>Doctrine and Covenants</td>
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<td>Rel C 324/H or 325/H</td>
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<td>The Individual and Society</td>
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<tr>
<td>Citizenship</td>
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<td>American Heritage</td>
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<tr>
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<td>Skills</td>
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<tr>
<td>Effective Communication</td>
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<tr>
<td>First-Year Writing</td>
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<tr>
<td>Adv Written &amp; Oral Communication</td>
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<tr>
<td>Languages of Learning</td>
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<td>Math 118* or Stat 121*</td>
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<tr>
<td>Civilization 1 and 2</td>
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<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
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</tbody>
</table>

**GRADES:**
- A—4.0
- B—3.0
- C—2.0
- D—1.0
- F—0.0

**UNIVERSITY CORE REQUIREMENTS PROGRAM:**

#### PROGRAM REQUIREMENTS (63–64 total hours)

- No more than 12 semester hours of upper-division transfer credit will be accepted toward the major and only 6 hours beyond the Integrated Management Core. No transfer courses will be accepted for the Integrated Management Core courses.
- Only courses sufficient for a single emphasis are permitted.

**Computer proficiency:** Students may demonstrate 0–1.0 transfer course, or a “P” grade in IS 100 and 102.

**Complete the following prerequisite courses:**

- Acc 200 Principles of Accounting
- Bus M 241 Marketing Management
- Econ 110 Economic Principles and Problems
- Fin 201 Principles of Finance

**Complete the following after the Integrated Management Core has been completed:**

- Bus M 320 Career Orientation and Preparation
- Bus M 321 Mentor Program

**Complete Marriott School exit survey online.**

### UNIVERSITY CORE REQUIREMENTS

<table>
<thead>
<tr>
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<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Accounting</td>
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</tr>
<tr>
<td>Marketing Management</td>
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<tr>
<td>Economic Principles and Problems</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>Principles of Finance</td>
<td>3.0</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Based on student performance to date, permission may be granted to take some restricted major-only courses.

**Apply and be formally accepted into the program.**

- The prerequisite courses must be completed with at least a 3.0 GPA (no grade lower than a C-), with no more than one repeat for each class. Not every student meeting the minimum requirement is guaranteed acceptance into the undergraduate program.

**Complete the following courses during your first semester admitted to the Marriott School:**

- Bus M 320 Career Orientation and Preparation
- Bus M 321 Mentor Program

**Complete the following required courses before the integrated core:**

- M Com 320 Communication in Organizational Settings
- Math 116 Essentials of Calculus
- Math 118* Finite Mathematics
- Stat 121* Principles of Statistics

**Complete the following integrated Management Core courses plus entrepreneurship course:**

- Bus M 361 Intro to Supply Chain & Operations
- Bus M 387 Economics of Strategy
- Bus M 390 Ethics for Management
- Bus M 470 Entrepreneurial Innovation
- Org B 321 Organizational Effectiveness

**Complete the following:**

- Acc 241 Business Law in the Environment
- Bus M 371R Entrepreneur Lecture Series
- IS 201 Intro to Management Info Systems

**Complete the following after the Integrated Management Core has been completed:**

- Bus M 498 Strategic Management

**Complete the following entrepreneurship courses from the following:**

- Bus M 454 Professional Selling and Sales Mgt.
- Bus M 457 Internet Marketing of Products & Services
- Bus M 462 Services Management
- Bus M 472 Entrepreneurial Marketing
- Bus M 475 Financing New Ventures
- Bus M 476 New Venture LaunchPad
- Bus M 538 Managing Entrepreneurial Firms and Family Businesses
- Fin 413 Real Estate Finance & Investment

**Complete the following:**

- Bus M 471 Creating New Ventures

**Complete four additional entrepreneurship courses:**

- Bus M 454 Professional Selling and Sales Mgt.
- Bus M 457 Internet Marketing of Products & Services
- Bus M 462 Services Management
- Bus M 472 Entrepreneurial Marketing
- Bus M 475 Financing New Ventures
- Bus M 476 New Venture LaunchPad
- Bus M 538 Managing Entrepreneurial Firms and Family Businesses
- Fin 413 Real Estate Finance & Investment

**Complete Marriott School exit survey online.**

FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

*THESE COURSES FILL BOTH UNIVERSITY CORE AND PROGRAM REQUIREMENTS (9 hours overlap)
Suggested Sequence of Courses**

FRESHMAN YEAR
Semester 1 (Fall)
First-year Writing or A Htg 100 3.0
Bus M 171R 1.0
IS 100 0.5
IS 102 0.5
Math 110, if needed (FWSpSu) 3.0
Rel A 121 (FWSpSu) 2.0
General Education 5.0
Total Hours 15.0
Semester 2 (Winter)
First-Year Writing or A Htg 100 3.0
Econ 110 (FWSpSu) 3.0
Acc 200 3.0
Bus M 241 3.0
Math 116 (FWSpSu) 3.0
Rel A 122 (FWSpSu) 2.0
Total Hours 15.0

SOPHOMORE YEAR
Semester 3 (Fall)
Fin 201 3.0
Stat 121 3.0
Rel A 211 or 212 (FWSpSu) 2.0
General Education 6.0
Bus M 371 1.0
Total Hours 15.0
Semester 4 (Winter)
Math 118 3.0
I Sys 201 (FWSpSu) 3.0
M Com 320 3.0
Rel C 324 or 325 2.0
General Education 4.0
Total Hours 15.0

JUNIOR YEAR
Semester 5 (Fall)
Bus M 320 (FW) 0.5
Bus M 321 (FW) 0.5
Bus M 361 3.0
Bus M 387 3.0
Bus M 390 3.0
Org B 321 3.0
Bus M 470 3.0
Total Hours 16.0
Semester 6 (Winter)
Bus M 471 3.0
Acc 241 3.0
Religion Elective 2.0
Entrepreneurship emphasis class 3.0
General Education Elective 3.0
Total Hours 14.0

SENIOR YEAR
Semester 7 (Fall)
Entrepreneurship emphasis class 3.0
Entrepreneurship emphasis class 3.0
Religion Elective 2.0
General Electives 6.0
Total Hours 14.0
Semester 8 (Winter)
Bus M 498 (FWSp) 3.0
Entrepreneurship Emphasis Elective 3.0
Religion Elective 2.0
General Electives 8.0
Total Hours 16.0

• Deadline to apply for Fall is the last working day of June by 4:30 p.m.
• Deadline to apply for Winter is the last working day of October by 4:30 p.m.

**Note:** The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.

Note: Students are encouraged to complete an average of 15–16 credit hours each semester or 30–32 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.

THE DISCIPLINE:
Courses are designed to create opportunities for students to develop and apply their analytical and decision-making abilities. For this reason, the Marriott School programs make extensive use of faculty expertise, case studies, student projects, and internships.

CAREER OPPORTUNITIES:
Specific job descriptions are many and varied. Some examples are: banker, consultant, financial analyst, credit analyst, real estate developer, financial planner, human resource specialist, employee benefit specialist, personnel officer, business systems consultant / analyst, sales representative, account executive, research specialist, marketing analyst, management trainee, buyer, merchandiser, production manager, technical sales person, inventory manager, logistics manager, materials supervisor.

GENERAL INFORMATION:
Students are encouraged to apply to the Marriott School of Management during their sophomore year, as soon as they have completed the pre-management core courses. Because of controlled enrollments in management programs, the competition for acceptance is keen. Those choosing to enter this major should decide early, plan their schedules carefully, be aware of all the requirements, and stay informed about any changes by checking often with the Marriott School of Management Advisement Center.

Requirements for Application:
1. Cumulative GPA must be at least 3.0 in the pre-management courses, with no more than one repeat for each class. No grade lower than a C- will be acceptable.
   Not every student meeting the minimum requirements is guaranteed acceptance into the undergraduate program.
2. Demonstrate a knowledge of computer skills. Students may demonstrate spreadsheet skills with either a minimum grade of B in an equivalent transfer course or a P grade in IS 100 and 102.

Dean: Gary Cornia
730 TNRB, (801) 422-6822
Associate Dean: James D. Stice
730 TNRB, (801) 422-2455
Associate Dean: Michael Thompson
730 TNRB, (801) 422-2794
Marriott School of Management Advisement Center
460 TNRB, (801) 422-4285

MARRIOTT SCHOOL OF MANAGEMENT
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Brigham Young University Provo, UT 84602