

# INDIANA UNIVERSITY SOUTH BEND REQUIREMENTS FOR B.S. DEGREE IN BUSINESS

## SMALL BUSINESS & ENTREPRENEURSHIP

Students who choose this concentration are often planning to work in a family business, to start their own business, or to participate in the management of a small or mid-sized organization. Beyond a basic core of business classes, small business and entrepreneurship students complete specialized courses in how to start new business organizations, and how to bring growth to new organizations. Students also participate in practicum with owners and managers of small organizations from the local business community. Specific skills acquired by students following this concentration include developing business plans for new enterprises, and implementing strategies to assist small businesses get bigger. Students studying small business and entrepreneurship often complete semester-length consulting assignments with local business organizations.

### I. Fundamental Literacies (25 Credits)

#### A. Writing (6 Credits)

\*ENG-W 131 – Elementary Composition

\*ENG-W 232 – Introduction to Business Writing

(Please note additional English preparation courses may be required depending on the placement score.

Students are required to take an English Placement Exam to determine if additional courses are needed.)

#### B. Critical Thinking (3 Credits)

PHIL-P 105 – Thinking and Reasoning

OR

PHIL-P 150 – Elementary Logic

#### C. Oral Communication (3 Credits)

SPCH-S 121 – Public Speaking

#### D. Visual Literacy (3 Credits)

(Courses TBA)

#### E. Quantitative Reasoning (6 Credits)

\*MATH-M 118 – Finite Mathematics

\*MATH-M 119 – Brief Survey of Calculus 1 (OR \*MATH-M 215 – Analytic Geometry and Calculus 1)

(Please note additional Math preparation courses may be required before taking MATH-M 118 or MATH-M 119. Students are required to take Math Placement Exam to determine if additional courses are needed.)

#### F. Information Literacy (1 Credit)

COAS-Q 110 Introduction to Information Literacy

#### G. Computer Literacy (3 Credits)

\*BUS-K 201 – The Computer in Business

(Recommend CSCI-A 106/7 or INFO-I 101 prior to K 201 for students with limited computer skills.)

### II. Common Core Courses (15 Credits)

#### A. The Natural World (3 Credits)

One course from: AST-N 190, BIOL-N 190, CHEM-N 190, GEOL-N 190, PHYS-N 190

#### B. Human Behavior & Social Institutions (6 Credits)

PSY-B 190 Psychology Topic AND PSY-B 399 Psychology Topic

OR

SOC-B 190 Sociology Topic AND SOC-B 399 Sociology Topic

#### C. Literary & Intellectual Traditions (3 Credits)

One Course from: CMLT-T 190, ENG-T 190, HIST-T 190, PHIL-T 190, THTR-T 190

#### D. Art, Aesthetics & Creativity (3 Credits)

One course from: ENG-A 190, FINA-A 190, MUS-A 190, THTR-A 190

### III. Contemporary Social Values (8 Credits)

#### A. Non Western Cultures (3 Credits)

(See Schedule of Classes for designated courses)

#### B. Diversity in U.S. Society (3 Credits)

(See Schedule of Classes for designated courses)

#### C. Health & Wellness (2 Credits)

(See Schedule of Classes for designated courses)

### IV. General Education Electives (8 Credits)

(Foreign Language highly recommended)

# REQUIREMENTS FOR B.S. DEGREE IN BUSINESS SMALL BUSINESS AND ENTREPRENEURSHIP

## Continued

### V. Basic Business and Economics Requirements (40 Credits)

#### A. Pre-Business Core

- \*BUS-A 201 – Introduction to Financial Accounting (or \*BUS-A 205 – Honors version)
- \*BUS-A 202 – Introduction to Managerial Accounting (or \*BUS-A 207 – Honors version)
- \*ECON-E 103 – Introduction to Microeconomics (or \*ECON-S103 – Honors version)
- \*ECON-E 104 – Introduction to Macroeconomics (or \*ECON-S104 – Honors version)
- \*BUS-L 201 – Legal Environment of Business
- \*ECON-E 270 – Introduction to Statistical Theory in Economics and Business

#### B. Business Core

- \*BUS-D 300 – International Business Administration
- \*BUS-F 301 – Financial Management
- \*BUS-K 321 – Management Information Systems
- \*BUS-M 301 – Introduction to Marketing Management
- \*BUS-P 301 – Operations Management
- \*BUS-Z 302 – Managing and Behavior in Organizations
- \*BUS-J 401 – Administrative Policy
- \*BUS-X 310 – Business Career Planning and Placement (1 credit hour)

### VI. Concentration Requirements (18 Credit hours)

- \*BUS-M 303 – Marketing Research
- \*BUS-W 311 – New Venture Creation
- \*BUS-W 406 – Venture Growth Management
- \*BUS-W 408 – Practicum in Small Business
- \*BUS-Z 440 – Personnel - Human Resources Management

#### Select one:

- \*BUS-M 405 – Consumer Behavior
- \*BUS-M 415 – Advertising and Promotion Management
- \*BUS-M 419 – Retail Management
- \*BUS-M 450 – Marketing Strategy

### VII. Electives – Enough to bring the total credit hours to 123

\*Requires a grade of “C” or higher (a C- does not fulfill this requirement)

For more information, please contact the  
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or visit us at [www.iusb.edu/~buse](http://www.iusb.edu/~buse)