

BRYANT UNIVERSITY

ENTREPRENEURSHIP



WWW.BRYANT.EDU/AREASOFSTUDY

You have an idea for a product or a service that will revolutionize an industry. Or maybe you want to be your own boss. If this sounds like you, then you're already an entrepreneur. At Bryant, we can help natural leaders, innovators, and designers achieve their dreams. Successful entrepreneurs typically blend innovation and research, leadership and personnel management, marketing and selling, and financial abilities to help their ventures thrive. As technologies and trade agreements make the world smaller, entrepreneurs must now direct global resources to achieve the organization's objectives. Globe-spanning resources force entrepreneurs to have a better handle on how to motivate and coordinate them.

At Bryant, students who pursue a Bachelor of Science in Business Administration with a concentration in Entrepreneurship develop an understanding of the strategic, tactical, and analytic traits necessary to make sound business decisions in new entities. Because of the complexities that arise in launching new businesses, the Entrepreneurship concentration takes a multidisciplinary approach that integrates marketing, finance, management, economics, communication, information systems, and legal studies courses to provide you with a comprehensive understanding of all you must consider to make it work.

Students may also pursue an Entrepreneurship minor, which is designed to give students a working perspective for small to medium size enterprises, including the development of new enterprises and the cultivation of the traits of entrepreneurial leaders.

ENGAGED LEARNING + APPLIED SCHOLARSHIP

The College of Arts and Sciences and the College of Business at Bryant offer a rigorous academic curriculum, and a depth and breadth of study that encourages students to explore new fields and expand their thinking. In fact, the unique integration of business and liberal arts is a hallmark of a Bryant education – business students study liberal arts and liberal arts students study business. This foundation educates the *whole* student and enhances communication skills; leads to a more comprehensive understanding of global, cultural, and ethical issues; and develops critical thinking and decision-making skills.

Bryant's comprehensive curriculum allows you to develop your intellectual passions and define a clear path for success.

DISTINGUISHED FACULTY

Bryant's faculty are accomplished, passionate educators who are dedicated to helping you develop your intellectual potential. They continually enhance their capabilities through research, publishing, consulting, and community service, and bring this knowledge into the classroom. Our full-time tenured and tenure-track faculty come from prestigious academic programs and have demonstrated a deep commitment to your academic growth. Faculty and staff deliver an extraordinary level of personal guidance that has benefited generations of Bryant students.

FOR MORE INFORMATION

Learn more at www.bryant.edu/areasofstudy or contact Entrepreneurship Program Coordinator M. Cary Collins, Ph.D., Trustee Professor of Entrepreneurship, at ccollins@bryant.edu.

PRACTICAL EXPERIENCE

You will learn how to conduct insightful analyses of contemporary business issues through classroom and practical experience. Whether it is a research project with a professor, a directed study consulting with a local organization, or an internship for an organization that was formed by an entrepreneur or entrepreneurial leader, you will have hands-on opportunities for learning in the field before graduation.

“We find that actual cases, laboratory opportunities, and other ‘life experiences’ create indelible memories for our students. Giving students an opportunity to manage others in a crisis or lead a team through a real-world problem is the perfect complement to their classroom experiences.”

**M. Cary Collins, Ph.D., Trustee Professor of Entrepreneurship
Coordinator of Bryant's Entrepreneurship Program**

PROFESSIONAL SUCCESS

As an entrepreneur, you'll need self-discipline and determination to bring your vision to fruition. You will reap the rewards from the satisfaction that comes from being fully invested in your career. Since you will likely be responsible for every aspect of your company, from accounting to sales to personnel management, you will experience a diversity not common to most jobs today. Graduates of Bryant have started businesses in a variety of industries, such as accounting, financial services, and the arts, and enjoy the advantages that come with being their own bosses.

CURRICULUM REQUIREMENTS

ENTREPRENEURSHIP

BUSINESS CORE REQUIREMENTS	CREDITS	YEAR
Introduction to Business (BUS101)	3	1
Fundamentals of Computer Information Systems (CIS201)	3	1-2
Financial and Managerial Accounting (ACG203, ACG204)	6	1-2
Financial Management (FIN201)	3	2
Management Principles and Practices (MGT200)	3	2
Foundations of Marketing Management (MKT201)	3	2
The Legal Environment of Business (LGLS211)	3	2
Operations Management (MGT301)	3	3
Business Policy (BUS400)	3	4
TOTAL	30	

LIBERAL ARTS CORE REQUIREMENTS

Liberal Arts Seminar (LCS151)	3	1
Introduction to Literary Studies (LCS121)	3	1
Microeconomic Principles (ECO113)	3	1
Macroeconomic Principles (ECO114)	3	1
Mathematical Reasoning I & II (MATH105, MATH106)	6	1
Statistics I (MATH201)	3	2
Humanities Survey Courses	6	1-2
TOTAL	27	

FOUNDATIONS FOR LEARNING (FFL101)	1	1
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LIBERAL ARTS DISTRIBUTION REQUIREMENTS – MODES OF THOUGHT

Social Science Mode of Thought	6	1-4
Historical Mode of Thought (Upper Division)	3	3-4
Literary Mode of Thought (Upper Division)	3	3-4
Scientific Mode of Thought (Include one lab science) (One science course must be at the 300 or 400 level)	7	1-4
Cultural Mode of Thought	3	1-4
TOTAL	22*	

*19 net credits – 3 credits from the required liberal arts minor may be applied to this distribution

LIBERAL ARTS ELECTIVE	3	1-4
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LIBERAL ARTS MINOR REQUIREMENT	CREDITS	YEAR
Selection is made from a variety of liberal arts disciplines (Some minors require more than 12 credits)	12	1-4

ENTREPRENEURSHIP CONCENTRATION

Entrepreneurial Marketing (ENT380)	3	3
Entrepreneurial Finance (ENT381)	3	3
Creating a New Venture (ENT481)	3	3-4
Managing a New Venture (ENT482)	3	3-4
Entrepreneurship Electives [Choose two (2) from the following list]	6	3-4
Personal Financial Planning (ACG370)		
E-business (CIS332)		
Public Speaking (COM202), or Communications in Small Groups (COM367)*		
Cultures and Economies in Transition (ECO376)		
International Business Law (LGLS451)		
International Business Management (MGT356)		
Services Marketing (MKT380)		
New Product Development (MKT382)		
Special Topics in Entrepreneurship (ENT385/ENT485)**		
Directed Study in Entrepreneurship (ENT497)**		
TOTAL	18	

*Students may take either COM202 or COM367 toward the concentration.

**Only one of these three courses may apply to the concentration for a total of three credit hours only.

OPEN ELECTIVES	12	1-4
TOTAL DEGREE REQUIREMENTS	122 CREDITS	