

# ENTREPRENEURSHIP CURRICULUM GUIDE

2017-2018

Bryan Undergraduate Student Services • 301 Bryan Building • 336-334-5928

highlighted courses cannot be taken abroad

<b><u>FRESHMAN YEAR</u></b>					
Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
BUS 105 <sup>1</sup>	2	_____	ECO 201	3	_____
CST 105	3	_____	ISM 280	3	_____
ENG 101	3	_____	GEC – GLT	3	_____
GEC – GFA	3	_____	GEC – GHP	3	_____
ISM 110	3	_____	MAT 115 <sup>2</sup>	3	_____
SUST course*	3	_____			
	<b>17</b>			<b>15</b>	
<b>TOTAL CREDITS: 32</b>					

<b><u>SOPHOMORE YEAR</u></b>					
Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
ACC 201	3	_____	ACC 202	3	_____
ECO 202	3	_____	ENT Elective <sup>2</sup>	3	_____
MAT 120	3	_____	ECO 250	3	_____
Free Elective	3	_____	MGT 312	3	_____
GN/GL	3	_____	PHI/ENT 362	3	_____
	<b>15</b>			<b>15</b>	
<b>TOTAL CREDITS: 30</b>					

<b><u>JUNIOR YEAR</u></b>					
Fall Semester [STUDY ABROAD]			Spring Semester		
course	credits	grade	course	credits	grade
ENT/BUS 300 <sup>2</sup>	3	_____	ENT/BUS 336 <sup>2</sup>	3	_____
MGT 301	3	_____	FIN 315	3	_____
ECO 300	3	_____	MGT 330	3	_____
Free Elective	3	_____	MKT 309	3	_____
Free Elective	3	_____	GEC – GNS	3	_____
	<b>15</b>			<b>15</b>	
<b>TOTAL CREDITS: 30</b>					

<b><u>SENIOR YEAR</u></b>					
Fall Semester			Spring Semester		
course	credits	grade	course	credits	grade
ENT/FIN 335 <sup>2</sup>	3	_____	ENT 450/427 <sup>2</sup>	3	_____
ENT Profile <sup>2</sup>	3	_____	MGT 491	3	_____
MKT 320	3	_____	GEC-GNS+LAB	4	_____
SCM 302	3	_____	Free Elective	3	_____
GEC +WI <sup>3</sup>	3	_____	Free Elective	3	_____
	<b>15</b>			<b>16</b>	
<b>TOTAL CREDITS: 31</b>					

\*SUST course – choose 1 from: ECO 100, BUS/ENT 130, ENV 110, STH 200, LLC 120+120R, or LLC 130+130R

**NOTES**

1 – Transfer students with more than 20 credits in semester hours are exempt from taking BUS 105-Business Skills Development

2 – Grade of C or better (not C-) is required for all courses with this notation

3 – General Education Core (GEC) plus Writing Intensive (WI) must come from 1 of the following categories: GFA-Fine Arts, GLT-Literature, or GPR-Philosophy, Religion & Ethical Perspectives

**DEPARTMENT OF MARKETING, ENTREPREURSHIP  
and SUSTAINABLE HOSPITALITY & TOURISM  
FEATURED EXCHANGE PROGRAMS**

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*CHINA*

Chinese University of Hong Kong (AACSB-accredited)  
CUHK offers a variety of business courses including Common Business Core classes. English is the primary language of instruction and limited internship opportunities may be available.  
<http://www.bschool.cuhk.edu.hk/>

*ENGLAND, UNITED KINGDOM*

University of Hull (AACSB-accredited)  
The University of Hull offers over 470 courses in a variety of disciplines including: arts, business, science and technology.  
<http://www2.hull.ac.uk/>

*FINLAND*

University of Oulu (AACSB-accredited)  
UO offers a variety of business courses taught in English. In addition to elective credits students can also consider completing Common Business Core classes.  
[www.oulu.fi/oulubusinessschool/](http://www.oulu.fi/oulubusinessschool/)

*KOREA*

Sungkyunkwan University (AACSB-accredited)  
SKKU offers more than 7,000 courses and over 30 percent are taught in English.  
<http://www.skku.edu/eng/>

*SWEDEN*

Linnaeus University (Vaxjo)  
The Bryan School has a long-standing relationship with Linnaeus. Subjects available to exchange students include business administration, information systems, management and marketing.  
<http://lnu.se/?l=en>

*DENMARK*

Aarhus University (AACSB-accredited)  
Aarhus offers a full bachelor in business administration and in marketing and management communication that are exclusively taught in English.  
<http://www.au.dk/en/>

*ENGLAND, UNITED KINGDOM*

Manchester Metropolitan University (MMU)  
At MMU students can choose to study from over 1,000 courses in a variety of subject areas. Classes are structured in the form of lectures and tutorials.  
<http://www2.mmu.ac.uk/>

*IRELAND*

University College Dublin (AACSB-accredited)  
UCD exchange students have access to cutting edge academic facilities including interactive classrooms and study space. Students take courses with domestic Irish and other international students.  
<http://www.myucd.ie/courses/business/>

*SOUTH AFRICA*

University of Stellenbosch (AACSB-accredited)  
US offers an impressive semester-long community engagement program that Bryan students can complete for elective credit. Common Business Core classes are also available with English being the primary language of instruction.  
[www.usb.ac.za](http://www.usb.ac.za)

*TAIWAN*

National Taiwan University (AACSB-accredited)  
NTU offers over 700 courses taught in English, however the university operates in a Chinese speaking community. Due to the exchange agreement only business students apply.  
<http://www.ntu.edu.tw/english/index.html>

**While the programs listed above are featured for the Department of Marketing, Entrepreneurship, and Sustainable Hospitality and Tourism, students are by no means limited to these opportunities.**

**For information on all available programs, please visit  
<http://studyabroad.uncg.edu> and use the program search.**

It is the student's responsibility to plan for and meet all program requirements. Refer to the current Undergraduate Bulletin for a comprehensive list of degree requirements.

Transfer equivalencies are not guaranteed – students must follow Bryan School policies and procedures for gaining approval for all transfer coursework.

Grade of C or better (not C-) or its equivalent at the host institution is required for *all* courses taken as part of an approved study abroad program.