

Entrepreneurial Management B.S.B.

Description

Campus

Twin Cities

Program description

The entrepreneurial management major is designed for students who are interested in starting a new business (entrepreneurship), helping existing organizations to develop new business opportunities (intrapreneurship), or creating positive social impact through the development of new ventures (social entrepreneurship). Curriculum is designed to range from introductory problem-solving concepts and self-exploration through the development and implementation of real business opportunities with a broad range of elective courses from across campus. The objective is to provide experiential and applied learning opportunities that develop the mindset, skills, and competencies that enable students to create their own opportunities and function as entrepreneurs or as innovative leaders in entrepreneurial or high potential firms.

Program last updated

Spring 2025

Program details

Career

Undergraduate

Program Type

Baccalaureate

Degree

205 - Bachelor of Science in Business

This program is delivered in the following method(s)

In-person/classroom

Primary delivery method

In-person/classroom

Does this program require summer terms?

No

Minimum required credits to graduate with this degree

120

Maximum required credits to graduate with this degree

120

Minimum required program credits

80

Maximum required program credits

84

Is a sub-plan required for this program?

No

Is the language required a specific language?

No second language

Admission details

Are students ever admitted to a pre-major status before admission to this major?

Yes, freshmen and transfer students

Preferred program admission GPA for students from other University of Minnesota campuses

3

Explanation for GPA preference higher than 2.0 for admission

Admission to the Carlson School is competitive and applications far outweigh the number of students we can effectively serve with our faculty and resources. Recent transfer GPA averages have been above 3.50.

Requirements

Simple Requisites

Program Admission Requirements

Degree-seeking students admitted to the Carlson School declare a major while they are enrolled in the Impact Core. In order to enroll in the Impact Core, students must complete the following courses: Business Economics or Microeconomics; Financial Accounting; Business Statistics in R; and Business Scenarios in Excel.

Transfer students must complete Business Economics or Microeconomics and Financial Accounting prior to admission to the Carlson School. University of Minnesota internal transfer students must also complete Business Statistics in R and Modeling Business Scenarios in Excel prior to admission.

Required Prerequisites

Type

Completion Requirements

Required Prerequisites

Complete exactly 4 course(s) and earn 14 or more credit(s) from the following:

- ACCT2051 - Introduction to Financial Reporting (4cr.) Online may be available

- **OR** ACCT2051H - Honors: Introduction to Financial Reporting (4cr.) Honors
- BA2051 - Modeling Business Scenarios in Excel (2cr.)
- BA2551 - Business Statistics in R (4cr.) Mathematical Thinking
- ECON1165 - Business Economics (4cr.) Social Sciences
- **OR** ECON1101 - Principles of Microeconomics (4cr.) Global Perspectives, Social Sciences
- **OR** APEC1101 - Principles of Microeconomics (4cr.) Global Perspectives, Social Sciences

Additional Comments:

Program Requirements

All degree-seeking students must complete the University's [Liberal Education requirements](#).

At least 50% (29 cr) of the upper-division major credits must be completed at the University of Minnesota Twin Cities campus.

View a sample plan for this major [here](#).

Required Courses

Type

Completion Requirement

Required Courses

Complete exactly 9 course(s) and earn 20 - 24 credit(s) from the following:

- BA1011 - Leading Self & Teams (2cr.)
- BA1021 - Design Your Life (1cr.)
- BA2005 - Business Ethics, Corporate Responsibility & Sustainability (3cr.) Civic Life and Ethics
- **OR** BA2005H - Business Ethics, Corporate Responsibility and Sustainability (3cr.) Civic Life and Ethics, Honors
- BA2021 - Design Your Career (1cr.)
- **OR** IBUS2021 - Design Your Career in a Global Context (2cr.)
- BA2062 - Impact Lab Problem Solving (2cr.)
- BA3033W - Business Communication (3cr.) Writing Intensive, Online may be available
- **OR** IBUS3033W - Business Communication in a Global Context (4cr.) Writing Intensive
- BA3051 - Data-Driven Business Decisions (3cr.)
- BA3062 - Impact Lab in Action (2cr.)
- **OR** IBUS3062 - Global Impact Lab in Action - Solving Wicked Cross-Cultural Problems (4cr.)
- BA3551 - Business Analytics (3cr.)

Additional Comments:

Impact Core

Type

Completion Requirement

Gold Impact Core

Complete exactly 4 course(s) and earn 12 or more credit(s) from the following:

- FINA3001 - Finance Fundamentals (3cr.)
- **OR** FINA3001H - Honors: Finance Fundamentals (3cr.) Honors
- HRIR3021 - Human Capital Management (3cr.) Online may be available
- **OR** HRIR3021H - Honors: Human Capital Management (3cr.) Honors
- MGMT3004 - Strategic Management (3cr.)
- SCO3001 - Sustainable Supply Chain and Operations (3cr.)

Maroon Impact Core

Complete exactly 4 course(s) and earn 12 or more credit(s) from the following:

- ACCT3001 - Strategic Management Accounting (3cr.) Online may be available
- BA3001 - Race, Power, and Justice in Business (3cr.) Race, Power, and Justice US
- IDSC3001 - Information Systems & Digital Transformation (3cr.) Technology and Society, Online may be available
- **OR** IDSC3001H - Honors: Information Systems for Business Processes and Management (3cr.) Honors
- MKTG3001 - Principles of Marketing (3cr.) Online may be available
- **OR** MKTG3001H - Honors: Principles of Marketing (3cr.) Honors

Additional Comments:

Students complete the Impact Core (I-Core) as a cohort. The Maroon and Gold I-Core can be taken in either order. Students must have the following courses completed before taking either I-Core: Business Economics or Microeconomics, Financial Accounting, Business Statistics in R, and Modeling Business Scenarios in Excel. In addition, it is strongly recommended that students complete the following prior to enrolling in I-Core: Leading Self & Teams, Design Your Life, and Powerful Problem Solving. While enrolled in I-Core, students will declare their major.

Major Core Courses**Type**

Completion Requirement

Core Courses

Complete exactly 4 course(s) and earn exactly 14 credit(s) from the following:

- MGMT3015 - Introduction to Entrepreneurship (4cr.)
- MGMT4008 - Entrepreneurial Management (4cr.)
- MGMT4055 - Managing Innovation and Change In Action (2cr.)
- MGMT4171W - Entrepreneurship in Action I (4cr.) Writing Intensive
OR MGMT4175W - New Business Feasibility and Planning (4cr.) Writing Intensive

Additional Comments:**Major Electives****Type**

Completion Requirement

Electives

Choose 8 credits from the list below. Courses may not double count in the required category and elective category.

Earn at least 8 credits from the following:

- ACCT5161 - Financial Statement Analysis (2cr.)
- ACCT5201 - Intermediate Management Accounting (2cr.)
- BA4503 - Carlson Ventures Enterprise (2-4cr.)
- BLAW3061 - Business Law Basics (2cr.)
- BLAW3062 - Contract Law and Corporate Regulation (2cr.)
- FINA4221 - Principles of Corporate Finance (2cr.)
- FINA4422 - Financial Modeling (2cr.)
- GCC3005 - Innovation for Changemakers: Design for a Disrupted World (3cr.) Global Perspectives,Honors
- HRIR3031 - Staffing and Selection: Strategic and Operational Concerns (2cr.)
- HRIR4801W - HRIR Capstone: Personal and Organizational Leadership (4cr.) Writing Intensive
- IBUS3055 - Innovating with Technology: Global IT Entrepreneurship in Action (4cr.)
- IDSC3202 - Analysis and Modeling of Business Systems (4cr.)
- INS4105 - Corporate Risk Management (2cr.)
- MGMT4001 - Social Venturing in Action (4cr.) Entrepreneurship,Field Study,Practicum,Service-Learning,Student Teaching
- MGMT4044 - Negotiation Strategies (4cr.)
- MGMT4085 - Trends in Entrepreneurship (2cr.)
- MGMT4100 - Topics in Strategic Management (2cr.) Topics Course
- MGMT4171W - Entrepreneurship in Action I (4cr.) Writing Intensive
- MGMT4172 - Entrepreneurship in Action II (4cr.)
- MGMT4173 - New Venture Financing & Seed Stage Investing (2cr.)
- MGMT4175W - New Business Feasibility and Planning (4cr.) Writing Intensive
- MGMT5018 - Philanthropy & Fundraising Strategy (2cr.)
- MGMT5102 - StartUp: Customer Development and Testing (2cr.)
- MKTG3011 - Marketing Research (4cr.)
- MKTG4031 - Sales Management (4cr.)
- MKTG4051 - Advertising and Promotion (4cr.)
- DES2701 - Creative Design Methods (3cr.)
- PDES3711 - Product Innovation Lab (4cr.)
- SCO3041 - Project Management (2cr.)
- SCO3056 - Supply Chain Planning and Control (4cr.)

Additional Comments:

Upper Division Writing Intensive within the major**Type**

Completion Requirement

Upper Division Writing Intensive within the major

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Complete up to 1 course(s) and earn credit(s) from the following:

- HRIR4801W - HRIR Capstone: Personal and Organizational Leadership (4cr.) Writing Intensive
- MGMT4171W - Entrepreneurship in Action I (4cr.) Writing Intensive
- MGMT4175W - New Business Feasibility and Planning (4cr.) Writing Intensive
- BA3033W - Business Communication (3cr.) Writing Intensive, Online may be available
- IBUS3033W - Business Communication in a Global Context (4cr.) Writing Intensive

Additional Comments:**International Experience****Type**

Completion Requirement

Additional Comments:

Students must complete an international experience as part of the program requirements. Short-term or semester-length programs may be used to meet this requirement. Students participate in the International Experience (IE) 101 workshop early in their program to begin planning.

Program Sub-Plan Requirements**Integrated BS in Business/Master in HRIR****Type**

Completion Requirements

BSB/Masters Human Resources and Industrial Relations

Students in the BSB/M.HRIR integrated degree program should complete the following courses in their senior year. These courses meet requirements for the Masters in Human Resources and Industrial Relations.

Fulfill ALL of the following requirements:

Fall semester, Year 4

Complete exactly 4 course(s) and earn exactly 12 credit(s) from the following:

- HRIR6001 - Business Principles for the HRIR Professional (4cr.)
- HRIR6111 - Statistical Foundations of People Analytics (4cr.)
- HRIR6301 - Organizational Staffing and Employee Development (3cr.)
- HRIR6305 - Organizational Staffing and Employee Development Practicum (1cr.)

AND

Spring semester, Year 4

Complete exactly 3 course(s) and earn exactly 7 credit(s) from the following:

- HRIR6501 - Compensation and Benefits (3cr.)
- HRIR6505 - Compensation and Benefits Practicum (1cr.)
- HRIR6701 - Labor Relations and Collective Bargaining (3cr.)

Additional Comments:

This integrated program provides a unique opportunity for Carlson students to obtain an advanced degree more quickly and prepare themselves to lead in the shifting landscape of the global marketplace. The integrated program would allow Carlson undergraduate students to complete the MHRIR degree one to two semesters after completing their B.S.B. degree. Students apply to the program in the fall of their junior year. A maximum of 15 credits will apply to the MHRIR graduate degree.

HRIR minors: Please note that the following 6000-level courses are considered comparable graduate-level courses for the listed 3000-level undergraduate courses

HRIR 6301 and 6305 for HRIR 3031 and 3032

HRIR 6501 and 6505 for HRIR 3051

HRIR 6701 for HRIR 3071 and 3072

No Requirement Level