Entrepreneurship

BS in Management with a concentration in Entrepreneurship

Are you interested in launching a new product, starting your own company or revolutionizing a market? The entrepreneurship concentration provides a theoretical and practice-based background you'll need to manage new ventures in start-ups and at established organizations.

Students who major in entrepreneurship have the opportunity to competitively create and propose new business business plans. Faculty members and entrepreneurs will assist students in their research, discussions and presentation preparation. The entrepreneur judges are typically alumni of the School of Management who are working on Wall Street as venture capitalists, along with local business owners and entrepreneurs.

Concentration Requirements and Course Descriptions

In addition to the standard core course curriculum for the management degree, to fulfill a concentration in Entrepreneurship, students are required to complete one required ENT course and three additional electives.

Required Coursework

(Completion of J-Core coursework required for all courses)

- ENT 460 - Entrepreneurship

Elective Coursework

(Select three of the following)

- LEAD 351 - Leadership Skills and Development (Fall)
- LEAD 353 - Strategic Leadership (Spring)
- MKTG 320 - Marketing Research
- MKTG 460 - Strategic Product and Brand Management (Fall)
- MKTG 465 - Social Media Marketing
- MIS 460 - E-Business* (Fall)

*Pre-requisite - MIS 311

PLEASE NOTE: Courses are typically offered in specified semesters, however, semesters offered are subject to change based on instructor availability.

Additional information regarding the Business Analytics concentration is available at: rebrand.ly/SOMUndergradConcentrations

Full course descriptions are available in the Binghamton University Bulletin: rebrand.ly/BinghamtonBulletin

Updated course schedules are available on BU Brain, accessible through myBinghamton: my.binghamton.edu

binghamton.edu/som