

**Student ID:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_  
**Advisor Name:** \_\_\_\_\_

**Catalog: 2026-2027 Rowan University Academic Catalog**  
**Program: Bachelor of Science in Entrepreneurship**  
**Minimum Credits Required:** \_\_\_\_\_

## Bachelor of Science in Entrepreneurship

The theory and practice of entrepreneurship is becoming increasingly important for solving economic and social challenges. We develop the ability of our students to identify, determine feasibility and act upon entrepreneurial opportunities. Student learning is infused with an emphasis on innovation, entrepreneurial thinking and venture effectiveness using entrepreneurial problems, cases, and project-based learning. These exposures provide students with the foundation to initiate new enterprises, create socially responsible non-profit entities, extend family ventures or craft corporate extensions.

Students working toward a Bachelor of Science in Entrepreneurship must maintain a 2.00 grade point average overall and a 2.50 grade point average in all business courses taken.

### Rowan Core: 9 s.h.

All first-time Freshmen must complete the Rowan University Core Literacies. There are six literacies:

- Communicative Literacy (COML) - 9 s.h. Satisfied by taking the following three courses:
  - COMP 01111 College Composition I
  - COMP 01112 College Composition II
  - CMS 04205 Public Speaking or CMS 04206 Digital Presentations
- Artistic Literacy (ARTL)
- Global Literacy (GLBL)
- Humanistic Literacy (HURL)
- Quantitative Literacy (QNTL)
- Scientific Literacy (SCIL)

Majors may suggest courses to fulfill the above literacies, which will be applied elsewhere.

A complete listing of courses that fulfill the above literacies can be found here [Undergraduate Program Requirements](#).

### Rowan Experience

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

The attributes are as follows:

- Broad-Based Literature Attribute (LIT)
- Writing Intensive Attribute (WI)
- Rowan Seminar Attribute\* (RS)

Departments may recommend courses to fulfill these attributes. A complete listing of courses that satisfy these attributes can be found at [Undergraduate Program Requirements](#).

\*The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

### Non-Program Courses: 20-21 s.h.

Courses in this section must not be in the major department

| Course Name                                                                                                              | Credits:   | Term Taken | Grade | Gen Ed |
|--------------------------------------------------------------------------------------------------------------------------|------------|------------|-------|--------|
| ECON 04101 - An Introduction to Economics-A Macroeconomic Perspective (Satisfies Humanistic Literacy (HURL) requirement) | Credits: 3 |            |       |        |
| ECON 04102 - An Introduction to Economics-A Microeconomic Perspective (Satisfies Humanistic Literacy (HURL) requirement) | Credits: 3 |            |       |        |
|                                                                                                                          |            |            |       |        |
| MATH 01130 - Calculus I (Satisfies Quantitative Literacy (QNTL) requirement)                                             | Credits: 4 |            |       |        |
| <b>or</b>                                                                                                                |            |            |       |        |
| MATH 03125 - Calculus: Techniques and Applications (Satisfies Quantitative Literacy (QNTL) requirement)                  | Credits: 3 |            |       |        |
|                                                                                                                          |            |            |       |        |
| STAT 02260 - Statistics I (Satisfies Quantitative Literacy (QNTL) requirement)                                           | Credits: 3 |            |       |        |
| BUS 01488 - Business Career Planning and Development                                                                     | Credits: 2 |            |       |        |
| BUS 01142 - Business Technology Foundations                                                                              | Credits: 3 |            |       |        |

### Required Courses: 45 s.h.

| Course Name                         | Credits:   | Term Taken | Grade | Gen Ed |
|-------------------------------------|------------|------------|-------|--------|
| MKT 09200 - Principles of Marketing | Credits: 3 |            |       |        |

|                                                                                                  |            |  |  |  |
|--------------------------------------------------------------------------------------------------|------------|--|--|--|
| ACC 03210 - Principles of Accounting I                                                           | Credits: 3 |  |  |  |
| ACC 03211 - Principles of Accounting II                                                          | Credits: 3 |  |  |  |
| MIS 02234 - Management Information Systems                                                       | Credits: 3 |  |  |  |
| MGT 98242 - Legal Environment of Business                                                        | Credits: 3 |  |  |  |
| MGT 06300 - Organizational Behavior                                                              | Credits: 3 |  |  |  |
| FIN 04300 - Principles of Finance                                                                | Credits: 3 |  |  |  |
| MGT 06305 - Operations Management                                                                | Credits: 3 |  |  |  |
| MGT 06402 - Business Policy                                                                      | Credits: 3 |  |  |  |
| ENT 06240 - Entrepreneurship and Innovation                                                      | Credits: 3 |  |  |  |
| ENT 06342 - Financing and Legal Aspects of Entrepreneurship                                      | Credits: 3 |  |  |  |
| ENT 06344 - Global Entrepreneurship Growth Strategies (Satisfies Rowan Seminar (RS) Requirement) | Credits: 3 |  |  |  |
| ENT 06426 - New Venture Development                                                              | Credits: 3 |  |  |  |
| ENT 06415 - Entrepreneurship Capstone                                                            | Credits: 3 |  |  |  |
|                                                                                                  |            |  |  |  |
| ENT 06346 - Social Entrepreneurship                                                              | Credits: 3 |  |  |  |
| <b>or</b>                                                                                        |            |  |  |  |
| ENT 06450 - Technology Entrepreneurship                                                          | Credits: 3 |  |  |  |

### Entrepreneurship Electives: 6 s.h.

- Choose any two courses from the bank of Entrepreneurship Electives that have not already been completed to fulfill a different category. Offerings vary by semester and may have additional pre-requisites.

| Course Name                                                    | Credits:        | Term Taken | Grade | Gen Ed |
|----------------------------------------------------------------|-----------------|------------|-------|--------|
| ENT 06110 - Interdisciplinary Perspectives on Entrepreneurship | Credits: 3      |            |       |        |
| ENT 06312 - Scaling New Ventures                               | Credits: 3      |            |       |        |
| ENT 06326 - Entrepreneurship and Small Business Management     | Credits: 3      |            |       |        |
| ENT 06327 - Small and Family Business Venturing                | Credits: 3      |            |       |        |
| ENT 06328 - Evaluating Franchising Opportunities               | Credits: 3      |            |       |        |
| ENT 06333 - Special Topics in Entrepreneurship                 | Credits: 0 to 6 |            |       |        |
| ENT 06450 - Technology Entrepreneurship                        | Credits: 3      |            |       |        |
| ENT 06346 - Social Entrepreneurship                            | Credits: 3      |            |       |        |
| ENT 06347 - Real Estate Entrepreneurship                       | Credits: 3      |            |       |        |

### Business Electives: 9 s.h.

Choose three courses from the following bank of courses.

| Course Name                                                                             | Credits:   | Term Taken | Grade | Gen Ed |
|-----------------------------------------------------------------------------------------|------------|------------|-------|--------|
| JRN 02365 - Introduction to Entrepreneurial Media                                       | Credits: 3 |            |       |        |
| JRN 02366 - Social Media Management and Metrics                                         | Credits: 3 |            |       |        |
| MUS 40111 - Business of Music I                                                         | Credits: 3 |            |       |        |
| MUS 40113 - Business of Music II                                                        | Credits: 3 |            |       |        |
| MUS 40315 - Entrepreneurship in the Music Industry                                      | Credits: 3 |            |       |        |
| PHIL 09222 - Business Ethics                                                            | Credits: 3 |            |       |        |
| Or a choice of an Entrepreneurship Course or a non-required upper-level Business course |            |            |       |        |

### Free Electives: 30-31 s.h.

### Total Required Credits for the Program: 120 s.h.

**Notes:**