Entrepreneurship

The entrepreneur emphasis in the management program prepares students for success through a curriculum that includes a strong liberal education core and a broad background of major-specific coursework in business and entrepreneurial studies. The program also helps students develop communication, teamwork, and problem solving skills, which are highly valued by organizations seeking to employ managers.

Graduates start their own businesses, work as small business consultants, or secure employment as development specialists in growth-oriented businesses.

Business Core*
- Acct 201 Principles of Accounting I
- Acct 202 Principles of Accounting II
- Bcom 206 Business Writing*
- Bcom 207 Business Presentations*
- Bsad 300 Diversity in the Workplace
- Bsad 305 Legal and Regulatory Environment
- Fin 320 Principles of Finance
- IS 240 Information Systems in Business
- Mgmt 340 Organizational Behavior
- Mgmt 341 Operations Management
- Mgmt 449 Strategic Management in a Global Business Environment
- Mktg 330 Principles of Marketing

Required Courses*
- Acct 312 Managerial Accounting
- Bsad 306 Business Law
- Bsad 380 Applied Quantitative Methods
- Mgmt 371 Introduction to Entrepreneurship
- Mgmt 373 New Venture Feasibility
- Mgmt 374 New Venture Start-up and Growth
- Mgmt 471 Business Plan Considerations and Drafting

Electives (minimum of 8 credits from the following)*
- Mgmt 342 Quality Management
- Mgmt 343 Supply Chain Management
- Mgmt 349 Human Resource Management
- Mgmt 398 Internship Program I
- Mgmt 414 Small Business Consulting
- Mgmt 461 Lean Manufacturing Systems and Concepts
- Mktg 334 Marketing Research
- Mktg 337 Professional Selling
- Mktg 372 Advanced Marketing for Entrepreneurs
- Mktg 425 Marketing in Service Organizations

Student Professional Development Program*
Four required workshops covering topics such as career planning, professional image, interviewing, etiquette, and networking.

*See the university catalog for course requirements and restrictions.

Questions? Contact
Dr. Kristy Lauver
Chair, Department of Management and Marketing
lauverkj@uwec.edu (715) 836-4427

Center for Advising, Development and Enrichment (CADE)
cade@uwec.edu (715) 836-5944

Updated 7.10.14