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LaGrange College

Course Catalog - Entrepreneurship

B.B.A. with a Concentration in Marketing and Entrepreneurship - B.B.A. with a Concentration in Marketing and Entrepreneurship

Type:Major

The Department of Business is committed to providing degree programs that will prepare students to thrive in the corporate arena, in mission-based enterprises, or as entrepreneurs. Program faculty support the college-wide student learning outcomes of communication, critical thinking, creativity, and connectivity through a series of courses that develop an increasingly nuanced understanding of the complexities of business. Marketing and Entrepreneurship is a concentration offered within the Business Program that prepare students who wish to pursue corporate careers with a focus on the increasingly important world of marketing and media, or students who envision being the founder/CEO of their own business in either a corporate or nonprofit enterprise.

A student seeking to earn a BBA with a concentration in Marketing and Entrepreneurship must satisfy the Gateway (pre-major) courses, complete the Business Common Core, and 18 hours of concentration courses. In addition to satisfying the Gateway courses, potential majors must have an overall GPA of 2.50 on a 4.0 scale.

Once a student has been accepted into the BBA program, all classes must be completed with a C- or higher to count toward the department's graduation requirements. A student who earns less than a C- in a major course will need to repeat the course in a subsequent semester.

A Business major whose overall or major GPA falls below a 2.50/4.00 may be placed on departmental probation and will be expected to work closely with the faculty advisors to develop a strategy to return the GPA to the expected level.

Students pursuing a Bachelor of Business Administration degree must complete 45 semester hours of major coursework beyond the general education (Ethos) requirement of 44 hours and the nine hours of pre-major Gateway courses. Students will complete the total required 120 hours as follows:

Ethos courses	44 hours
Gateway Courses (pre-major)	9 hours
Common Business Core	27 hours
Concentration Core	18 hours
General Electives	22 hours
Total	120 hours

Gateway Courses and Common Business Core

The required courses in the Gateway (pre-major) Common Business Core sequence include the following:

ACCT 2211	ACCT 2212	ECON 2200
FNCE 3353	MATH 1114 or PSYC 2298	MGMT 2200
MGMT 3312	MGMT 3370	MGMT 3385
MGMT 3393	MGMT 4451	MRKT 3380

Concentration Courses

Marketing and Entrepreneurship

Students choosing the Marketing and Entrepreneurship concentration must complete:

- [ENTR 3000](#) Entrepreneurship and Innovation
- [ENTR 4100](#) Entrepreneurship Lab
- [ENTR 4200](#) Social Entrepreneurship
- [FNCE 4000](#) Entrepreneurial Finance
- [MRKT 4435](#) Social Media and Branding
- [SPMG 3100](#) Sports Marketing or [MRKT 4480](#) Advanced Marketing

Recommended Progression

Students who are interested in the B.B.A. with a Concentration in Marketing and Entrepreneurship can review a [four-year course plan](#).

Entrepreneurship - Minor in Entrepreneurship

Type:Minor

Students who have an entrepreneurial mindset - who think "I might want to own my own business someday" - will benefit from the minor in Entrepreneurship. The five courses provide an introduction to the functional areas of business and then focus on helping students develop the tools to plan and launch a successful enterprise.

Marketing Design (Minor) - Minor in Marketing Design

Type:Minor

The minor in Marketing Design is available to students majoring in any area. Students will enhance their skills in technology, communication and business with this interdisciplinary minor from the Departments of Art and Design and Business.

Students who are not in the BBA or BS in Accountancy program do not need to complete the business gateway courses. The department chair will approve registration for the upper level marketing courses.

A minor in Marketing Design consists of the following 18 semester hours of coursework.

ECON 2200 - Principles of Economics

An introduction to the science of economics and its analytical tools. This course is devoted to providing the student with a thorough understanding of the basic principles of a) microeconomics: the study of the economic behavior of individual households and firms and the determination of factor prices, and b) macroeconomics: the study of the determination of the aggregate levels of income, output, employment, and prices and the examination of fiscal and monetary policy. Students are strongly encouraged to successfully complete MATH 1101 before enrolling in this course.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in fall and spring semesters
-

ENTR 2550 - Internship in Entrepreneurship

(1-6 Hours) An opportunity for students to gain added early applied experience and insight in approved off-campus settings. Internships consist of at least 40 working hours per credit hour in areas related to the discipline. Assignments may include selected readings, public presentation, and a final portfolio containing essays, weekly journal,

and supporting material. Advisors, program coordinators, department chairs, and the internship coordinator (or designee) must approve the internship before a student begins their work. Internships will be taken as pass/no credit.

Grade Basis: P

Credit hours: 3.0

Lecture hours: 3.0

ENTR 3000 - Entrepreneurship and Innovation

This course provides students with an understanding of the vital role played by entrepreneurship in today's economy, guiding them through the different stages of the entrepreneurial process, and helping them in developing a basic toolset necessary to plan and launch a new business. The course will have a special focus on creativity and innovation and students will explore both conceptual and practical frameworks for improving the flexibility and originality of their thinking and pursuing innovation.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

Restrictions:

- Offered in spring semester
-

ENTR 4100 - Entrepreneurship Lab

This is a project-based course where students will have the opportunity to test their entrepreneurial skills through an experiential learning approach. In this laboratory students will be guided through their selected business venture experience to complete a number of supervised experiential learning activities related to entrepreneurship. Topics including opportunity recognition and assessment, networking, SEO and social media marketing, are interspersed with regular visits from both seasoned and developing entrepreneurs who are willing to share their experiences.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ENTR 3000](#) - Entrepreneurship and Innovation

Restrictions:

- Offered in spring semester
-

ENTR 4200 - Social Entrepreneurship

This capstone course builds on the principles of entrepreneurship studied in ENTR 3000. It explores ways to couple business acumen with vision and creativity to solve problems through the development of sustainable mission-based enterprises. Case study analysis, examination of exemplar agencies, exploration of corporate intrapreneurship initiatives, and conversations with established innovators and entrepreneurs are integral to the course.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ENTR 3000](#) - Entrepreneurship and Innovation

Restrictions:

- Offered in spring semester
 - must have senior standing
-

ENTR 4550 - Internship in Entrepreneurship

(1-6 Hours) An opportunity for students to gain added applied experience and insight in approved off-campus settings. Internships consist of at least 40 working hours per credit hour in areas related to the discipline. Assignments may include selected readings, public presentation, and a final portfolio containing essays, weekly journal, and supporting material. Advisors, program coordinators, department chairs, and the internship coordinator (or designee) must approve the internship before a student begins their work. Internships will be taken as pass/no credit.

Grade Basis: P

Credit hours: 1.0

Lecture hours: 3.0

MRKT 3380 - Principles of Marketing

This course is designed to expose the student to the basic framework on which marketing and its decisions are based. It provides an understanding of marketing in a changing environment and incorporates the traditional concepts with the realities of business today. It presents the concepts and applications that are relevant to the decision maker and is the foundation for the advanced courses in marketing.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [ACCT 2211](#) - Principles of Financial Accounting
- [ECON 2200](#) - Principles of Economics
- [MGMT 2200](#) - Foundations in Business

Restrictions:

- Offered on demand.
-

MRKT 4435 - Social Media and Branding

Companies must develop effective branding strategies for their products and services. This course focuses on the strategic essentials of creating strong brands, brand management strategy, and strategies for using social media to build brands. Topics covered through text and simulations include: what constitutes a strong “brand” (from both marketing and legal perspectives); using brand personalities and cultures to create customer value and loyalty; strategies for building brand equity through positioning and social media; brand leveraging strategies (e.g. brand extensions) and brand alliances (e.g. co-branding). Students will have the opportunity to own certification in Hootsuite and Hubspot.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered in spring semester
-

MRKT 4480 - Advanced Marketing

This course provides training in marketing decision making, using case studies simulating actual business settings to help students develop analytical abilities and sharpen their communication skills.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MRKT 3380](#) - Principles of Marketing
- [MRKT 4435](#) - Social Media and Branding

Restrictions:

- Offered fall semester only
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MRKT 4484 - Special Topics in Marketing

A series of “special topic” courses providing students with exposure to issues and concepts not covered in their regular coursework. Prerequisites: senior standing and consent of instructor.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

Prerequisites:

- [MRKT 3380](#) - Principles of Marketing

Restrictions:

- Offered on demand.
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