



ENTREPRENEURSHIP

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (B.S.B.A.)

Create a new opportunity or innovation and build it from the ground up, from development and financing to operationalizing and growth as an entrepreneur!

The Entrepreneurship concentration in Management provides strategic business training and gives you the ability to use modern management tools. Exposure to a broad range of business subjects and opportunities will allow you to develop the skills and confidence to transform your passions into successful business ventures and to be a creative and innovative leader in any industry.

OPPORTUNITIES AT KING'S COLLEGE

The study of entrepreneurship is considered to be a drive for economic growth and job creation both domestically and globally. Here is what makes our program stand out:

Expert faculty: our faculty members are industry experts and mentors committed to your personal and professional development. They guide you through the intricacies of business management.

Flexible curriculum: the entrepreneurship program offers a curriculum that balances core business knowledge while allowing you to tailor your education to your career goals.

Pathways to success: graduating with a B.S.B.A. degree will equip you with essential skills like strategic thinking, effective communication, and leadership, preparing you for success in various business roles.

Small class sizes: we believe in the power of small class sizes to enhance learning and interaction. At King's, you'll enjoy a close-knit classroom setting that fosters a deeper connection with peers and professors, enhancing your educational experience.



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

CAREER OPPORTUNITIES

Although many students who major in entrepreneurship go on to start their own businesses or run family businesses, there are other options within various industries. Roles involving business development and relationship building, such as sales, marketing, management, finance, and more, could also be a successful pathway for graduates.

With a thorough foundation in the fields of accounting, economics, computer systems, law, and the quantitative aspects of business, graduates can find roles as:

- business owner
- management consultant
- business development manager
- venture capital analyst/associate
- financial planner
- sales manager

DEGREE REQUIREMENTS

Below are the courses offered in this program. For a complete list, see our Degree Requirements online.

BUSINESS FOUNDATIONS

MATH 123	Finite Mathematics and Business Analytics
CIS 110	Intro to Business Information Systems
ECON 111	Principles of Economics: Macro
ECON 112	Principles of Economics: Micro
ECON 221	Statistics and Predictive Analytics
IB 241	Globalization
MSB 100	Introduction to Business
MSB 110	Introduction to Financial Reporting
MSB 120	Intro to Management Accounting & Planning
MSB 200	Principles of Management
MSB 210	Principles of Marketing
MSB 220	Financial Management
MSB 240	Business Law I
MSB 250	Business Communication and Mentoring
MSB 287	Business Ethics
MSB 305	Organizational Behavior
MSB 400	Professional Seminar
MSB 480	Strategic Management

ENTREPRENEURSHIP CONCENTRATION

BUS 330	Entrepreneurial Business Management
BUS 335	Advanced Entrepreneurial Strategies
BUS 363	Operations Management
BUS 363L	Operations Management Lab
BUS 435	Global Innovation, Tech & Entrepreneurship
FIN 450	Entrepreneurial Finance
MKT 330	Selling Strategies
CARP 412	Career Planning II



\$101,190

MEDIAN ANNUAL SALARY FOR
MANAGEMENT ANALYSTS

11%

OVERALL EMPLOYMENT GROWTH
FROM 2023-33

*Statistics provided by U.S. Bureau of
Labor Statistics*

CONTACT US

Amy Parsons, Ph.D.

Professor of Marketing
Chair, Business & Management Department
amyparsons@kings.edu

Office of Admission
admissions@kings.edu
(570) 208-5900

kings.edu/entre