

# ENTREPRENEURSHIP

## Major in Management – Concentration in Entrepreneurship

**D**evelop your competitive edge! Entrepreneurship at King's College is an interdisciplinary approach to undergraduate entrepreneurial studies drawing upon the skills necessary to innovate new opportunities and to proceed with those opportunities through development, financing, and operationalizing the innovation. Students will develop effective communication skills with a focus upon "selling" business opportunities in both oral presentation and written form from development of a written business plan and oral presentation that present and justify the success and sustainability of the identified opportunity.

### What Makes Us Different

Academic Excellence! At King's College you will develop your business skills by taking courses in the William G. McGowan School of Business. The McGowan School of Business is accredited by AACSB International – The Association to Advance Collegiate Schools of Business, which represents the benchmark of quality for business education worldwide. By earning AACSB Accreditation the McGowan School of Business has proven its commitment to quality and the continuous improvement of our business programs— a powerful differentiator worldwide.

### Career Focus

The study of entrepreneurship is considered to be a driver for economic growth and job creation both domestically and globally. Through the series of required courses which



include hands on learning opportunities utilizing the case method, students develop the knowledge and skills that will serve as the starting point for students who wish to start, run, or grow their own personal or family owned business. They will also develop the motivation and collaborative spirit to engage in innovative idea development in larger organizations. The concept of innovation and engagement also requires an understanding of and appreciation for the societal impact of innovation and working for the common good of all the stakeholders involved as well as society.

"The King's Entrepreneurship

Concentration will help shape your career through the challenging curriculum and real world experience of the professors in your classes. The education I received at King's College was the catalyst that launched my career as a successful entrepreneur. As the Angelo P. DeCesaris Executive in Residence I take pleasure in assisting students gain the entrepreneurial education necessary for a successful outcome from our AACSB accredited School of Business."

-Mark Leffler,

*Associate Technical Professor of Entrepreneurship and the Angelo P. DeCesaris Executive-in-Residence*



To learn more about majoring in Management – Concentration in Entrepreneurship at King's College, please contact the Office of Admission at 1-888-KINGS PA or [admissions@kings.edu](mailto:admissions@kings.edu).

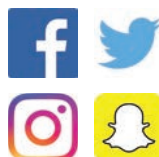
# Entrepreneurship

## Major in Management – Concentration in Entrepreneurship (126 Credit Hours)

### Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

1 <sup>st</sup> Year - Fall		1 <sup>st</sup> Year - Spring	
MSB 100 Intro. to Business	1	MSB 120 Intro. to Mgmt. Control & Planning	3
MSB 110 Intro. to Financial Reporting	3	MATH 123 Finite Math	3
CIS 110 Intro. To Computer Appl. for Bus.	3	ECON 112 Introduction to Microeconomics	3
Core Course (ENGL 110 Academic Writing)	3	Core Course (CSEM 100 Quest for Meaning)	3
Core Course (COMM 101 Oral Communication)	3	Core Course	3
Core Course (Intercultural-FREN/GERM/SPAN)	3		
HCE 101 Holy Cross Experience	1		
	17		15
2 <sup>nd</sup> Year – Fall		2 <sup>nd</sup> Year – Spring	
MSB 200 Principles of Management	3	MSB 210 Principles of Marketing	3
MSB 250 Bus. Communication & Mentoring	3	MSB 220 Financial Management	3
ECON 221 Statistics for Economics & Business I	3	MSB 287 Business Ethics	3
ECON 111 Introduction to Macroeconomics	3	IB 241 Introduction to International Business	3
Core Course (PHIL 101 Introduction to Philosophy)	3	Core Course	3
	15		15
3 <sup>rd</sup> Year – Fall		3 <sup>rd</sup> Year – Spring	
BUS 330 Business Entrepreneurship	3	BUS 335 Advanced Entrepreneurship	3
MKT 330 Selling Strategies	3	BUS 435 Global Innovation, Entrepreneurship	3
MSB 240 Business Law I	3	Core Course	3
MSB 305 Organizational Behavior	3	Core Course	3
Core Course	3	Free Elective	3
	15	CARP 412 Career Planning II	1
			16
4 <sup>th</sup> Year – Fall		4 <sup>th</sup> Year – Spring	
BUS 363 Production/Operations Management	3	MSB 400 Professional Seminar	2
BUS 363L Operations Management Lab	1	MSB 480 Strategic Management	3
FIN 450 Entrepreneurial Finance	3	Core Course	3
Core Course	3	Core Course	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
	16		17
Total Credits Required for Graduation = 126			



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[kings.edu/socialmedia](https://kings.edu/socialmedia)

[kings.edu](https://kings.edu)