

MULTIDISCIPLINARY STUDIES, B.S., ENTREPRENEURSHIP OPTION

The Entrepreneurship program is interdisciplinary, bringing together competencies and viewpoints in ingenious ways to help individuals create their own visions, strategic and operational plans, and ultimately start their own businesses. Creativity, data acquisition and analysis, financial acumen, strategic planning, and communication are essential skills that are common to several disciplines and form the core of our entrepreneurship program. Our program integrates courses in management and marketing, accounting and finance, communications, applied engineering, and other disciplines to give our graduates the skills, abilities, experiences, and perspectives to start their own business and add value to an organization.

Another distinctive element of this program, critical for both workforce development and community relations, is the hands-on component. Students majoring in Entrepreneurship will need to complete two three-credit internships for a total of 6 credits. Students with the business, creativity, and communications skills gained in this program will be in high demand. Moreover, the second internship will take place during a student's senior year, and will directly link them with a small business, startup, or non-profit organization in or around the City of Lancaster. This allows our students to use their skills and perspectives to directly help local businesses grow and thrive, while giving them hands-on experiences that will aid them as they begin their own careers.

PROGRAM ADVISORS

Dr. Eric Blazer, Associate Professor & Chair (Accounting and Finance)
Dr. David DiRusso, Professor & Chair (Management and Marketing)

Multidisciplinary Studies(BS)- College of Business

Code	Title	Hours
Credits for Entrepreneurship		
	true	
Minimum Residency for Entrepreneurship		
	true	
Minimum GPA for Multidisciplinary Studies Major		
	true	
ENTREPRENEURSHIP - CORE 1 (MANAGEMENT/MARKETING)		
Intro to Entrepreneurship		
BUAD 105		
BUAD 231	Principles of Marketing	3
BUAD 251	Principles of Management	3
MGMT 356	Entrepreneurial Management	3
Creativity		3
MGMT 405	Topics in Management	
Internship 1		

Choose one 300 course

Core 1 Electives - Choose 3 of the following:		9
BUAD 352	Human Resource Management	
MGMT 372	Organizational Behavior	
MGMT 375	Business Web Development	
MGMT 405	Topics in Management	
MGMT 454	Talent Acquisition	
MKTG 332	Consumer Behavior	
MKTG 333	Personal Selling	
MKTG 335	Advertising	
MKTG 336	Retail Marketing	
MKTG 431	Marketing Research	

ENTREPRENEURSHIP - CORE 2 (OTHER DEPARTMENTS)

BUAD 161	Intro to Financial Accounting	3
BUAD 202	Legal Environment of Business	3
FIN 203	Personal Finance	3

Accounting and Finance for Entrepreneurs

BUAD 303

Internship 2

Choose one 400 course

Core 2 Electives - Choose 2 of the following:

AENG 492	Technical Entrepreneurship	
COMM 305	Business and Professional Communication	
COMM 380	Digital Media Writing	
COMM 390	Social Media Campaigns	
COMM 403	Persuasion & Social Media Infl	
COMM 405		
INTB 321		
MATH 256	Data Visualization and Communication	

CAPSTONE EXPERIENCE - BUSINESS PLAN DEVELOPMENT OR HONORS THESIS

undefined - Choose 3 hours from:		3
MGMT 456		
ACFN 489	Honors Course	
ACFN 499		
MGMK 489	Honors Course	
MGMK 499		

Total Hours 33

Req Related for Multidisciplinary Studies - BUAD

Code	Title	Hours
Credits for Multidisciplinary Studies		
	true	

Related Electives for Entrepreneurship

ECON 101	Principles of Macroeconomics	3
ECON 102	Principles of Microeconomics	3
Statistics - Choose 1 of the following:		3
MATH 130	Elements of Statistics 1	
MATH 235	Survey of Statistics	

ECON 231	Applied Statistics 1	
Total Hours		9