

MANAGEMENT (BBA) - ENTREPRENEURSHIP CONCENTRATION

Program Overview

The B.B.A. in Management major consists of three distinct concentrations. Each concentration prepares students for successful careers in business; however the focus is different. The **Small Business and Entrepreneurship** concentration prepares students to start, operate, and/or build their small business to be competitive in a global environment. The program includes hands-on experiences including student learning projects with a small company and writing a business plan. While students completing the degree might choose to start a new business, the knowledge, skills, and abilities that are learned in the program will also prepare students to be valued members of a large company.

Career Opportunities

The Entrepreneurship concentration prepares students for careers ranging from entrepreneurial ventures, small business or family business proprietorship, to corporate careers in many of the areas listed for the other business majors.