

Entrepreneurship

DEPARTMENT OF BUSINESS ADMINISTRATION
Accreditation: Association of Collegiate Business Schools & Programs

www.ycp.edu • Admissions Office: 717.849.1600 or 800.455.8018 • Financial Aid Office: 717.849.1682 • Campus Operator: 717.846.7788

Where would we be without the persistence and creativity of such notable entrepreneurs as Henry Ford, Bill Gates, and Mary Kay Ash?

The 21st Century will belong to those who can take their ideas and make them happen. The creativity, imagination and innovation of entrepreneurial thinking in all its forms – business start-ups, social entrepreneurship, and enterprising employees within existing organizations are vital to the future.

According to the National Consortium on Entrepreneurship Education, entrepreneurship is a key driver of our economy. Wealth and a high majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses. People exposed to entrepreneurship frequently express that they

have more opportunity to exercise creative freedoms, higher self esteem, and an overall greater sense of control over their own lives. As a result, many experienced business people political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national, and global scale.

More than 70% of young Americans envision starting a business or doing something entrepreneurial as adults.

(The information above was adapted from the National Consortium on Entrepreneurship Education, www.entre-ed.org)

B.S. Degree in Entrepreneurship

The Entrepreneurship major at York College offers a curriculum that will prepare students to start their own businesses and/or to become project managers in a large business. According to the Small Business Association (SBA) small businesses in the United States provide approximately 75% of the net new jobs added to the economy, represent 99.7% of all employers and employ 50.1% of the private work force.

The bachelor's degree in entrepreneurship will provide students with the basic foundations of business administration while focusing on the unique factors that shape the entrepreneurial or small business endeavor. Course work includes case studies, team projects, and real-world business consulting integrating such topics as

principles of internet use and web design, sources of financing, and the global marketplace – all designed to provide students with the tools necessary for entrepreneurial success. Students will develop business competency in effective business communication methods, problem solving techniques, and critical thinking.

Requirements for Graduation

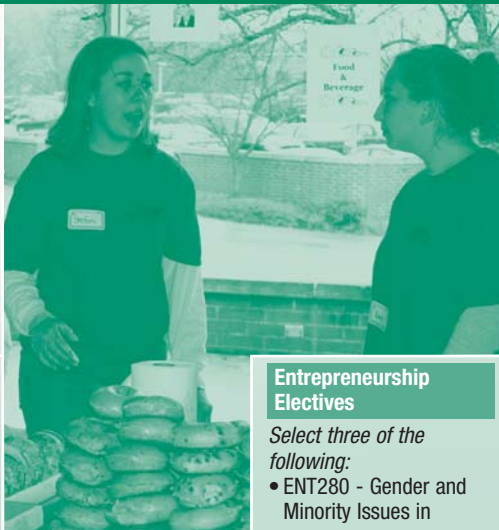
To be eligible for graduation, students majoring in Entrepreneurship must complete a minimum of 124 credits, achieve a cumulative grade point average of 2.0 or above, and complete the General Education Requirements of the College. Courses used to complete General Education Requirements may not be taken on a

pass/fail basis and credits earned in WRT100 may not be applied to degree requirements.

Students majoring in Entrepreneurship must maintain a 2.0 average in the General Business Component Courses, a 2.0 average in the Entrepreneurship Component Courses, and successfully complete IFS100 and/or IFS105 within the first 30 credits at the College. In addition, students must attain a 2.0 or better in each course that serves as a prerequisite to a subsequent business course (refer to the course description section of this catalog for specific prerequisites). Failure to attain a 2.0 in prerequisite courses may lengthen the time to graduation. Students graduating with a declared major in Entrepreneurship may not simultaneously declare a minor in Entrepreneurship.

Entrepreneurship Major - Required Courses

General Business Component Courses	Entrepreneurship Component Courses	Entrepreneurship Electives
<ul style="list-style-type: none"> • MAT120 - Applied Calculus* • ECO200 - Principles of Economics - Macro* • ECO201 - Principles of Economics - Micro* • MKT200 - Principles of Marketing • ACC220 - Financial Accounting • ACC225 - Managerial Accounting • MGT250 - Principles of Management** 	<ul style="list-style-type: none"> • QBA260 - Business Statistics I • QBA265 - Business Statistics II • IFS305 - Management Information Systems** • FIN300 - Managerial Finance I • BUS345 - Business Law I • OBD380 - Leadership and Change • MGT350 - Operations Management** • ENT410 - International Entrepreneurship • ENT495 - Business Plan Writing** 	<ul style="list-style-type: none"> • ENT150 - Introduction to Entrepreneurship • ENT220 - Entrepreneurial Marketplace • ENT260 - Entrepreneurship and Small Business Management • ENT340 - Legal and Ethical Aspects of Entrepreneurship • ENT360 - Financing Entrepreneurship Ventures • ENT450 - Small Business Consulting
		<ul style="list-style-type: none"> • ENT320 - Introduction Franchising • ENT490 - Entrepreneurship Internship • MKT335 - New Product Planning & Marketing • MKT355 - Internet Marketing
		<p>* Course fulfills a general education requirement</p> <p>** Course is designated as a writing/communication intensive course.</p>



Entrepreneurship Major 2007-'08

Freshman Year

Course	Credits
English Composition (WRT102 and WRT202)	6
IT Competency Exam and/or Personal Productivity Computing	0-3
Applied Calculus	3
Information Literacy	2
Human Communication	3
Introduction to Entrepreneurship	3
Principles of Management	3
ADR I Distribution Requirement	6
ADR IV Distribution Requirement	3
ADR IV Distribution Requirement	3
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Sophomore Year

Principles of Economics	6
Financial Accounting	3
Managerial Accounting	3
Business Statistics I and II	6
Principles of Marketing	3
Entrepreneurial Marketplace	3
Entrepreneurship and Small Business	3
ADR III Distribution Requirement	3-4
Physical Education	1
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Junior Year

Course	Credits
Business Law I	3
Managerial Finance I	3
Leadership and Change	3
Legal and Ethical Aspects of Entrepreneurship	3
Management Information Systems	3
Financing Entrepreneurship Venture	3
ADR III Distribution Requirement	3-4
ADR V Distribution Requirement	3
Operations Management	3
Elective	3
Physical Education	1
	<hr/> 31-32

Senior Year

International Entrepreneurship	3
Business Plan Writing	3
Small Business Consulting	3
ADR V Distribution Requirement	3
Entrepreneurship Electives	9
Electives	9
	<hr/> 30-31

Entrepreneurship Minor

Current Entrepreneurial Studies minor is listed below and will be continued through Spring 2008. Students matriculating or declaring the minor in Fall 2008 and later will be required to complete the proposed Entrepreneurship Minor:

- MKT200 - Principles of Marketing
 - MGT250 - Principles of Management
 - BUS320 - Entrepreneurship
 - BUS340 - Small Business Ventures
- Select two elective courses from the following:*
- MKT380 - Sales Management
 - OBD380 - Leadership and Change
 - BUS346 - Business Law II
 - BUS490 - Business Internship I

- BUS498 - Independent Study

A new Entrepreneurship minor (21 credits) will begin Fall 2008:

- ENT150 - Introduction to Entrepreneurship
 - MKT200 - Principles of Marketing
 - MGT250 - Principles of Management
 - ENT220 - The Entrepreneurial Marketplace
 - ENT260 - Entrepreneurship and Small Business Management
- Select one course selected from the following:*
- ENT280 - Gender and Minority Issues in Entrepreneurship
 - ENT320 - Introduction to Franchising



Focused Area of Study Program

The Department of Business Administration also offers Focused Area of Study Programs for non-matriculated students, two with an emphasis in Entrepreneurship. The Focused Area of Study is a collection of courses that strives to enhance a skill set for a person in the community. The program awards college credit for the courses and the individual must apply to the Focused Area Study Program, submit a resume and have these items reviewed prior to being allowed to register for courses. The purpose of including the Focused Area of Study Programs is to enhance the effectiveness of the Entrepreneurship Center on campus directed by Mike

March. Mike has collaborated with this effort and is looking forward to utilizing these series of courses to enhance the skills of the clients of the Center.

Focused Area of Study – Entrepreneurship with Management Track

- BUS150 - Introduction to Business
- ENT150 - Introduction to Entrepreneurship
- MGT250 - Principles of Management
- ENT260 - Entrepreneurship and Small Business Management

Select two elective courses from the following:

- BUS218 - Personal Finance
- OBD380 - Leadership and Change
- BUS345 - Business Law I
- ENT280 - Gender and Minority Issues in Entrepreneurship

Focused Area of Study – Entrepreneurship with Marketing Track

- BUS150 - Introduction to Business
- ENT150 - Introduction to Entrepreneurship

- MKT200 - Principles of Marketing
- ENT220 - The Entrepreneurial Marketplace

Select two elective courses from the following:

- MKT220 - Personal Selling
- MKT230 - Retailing
- MKT330 - Advertising
- MKT360 - Consumer Behavior