ENTREPRENEURSHIP, B.S.

Entrepreneurship focuses on preparing individuals for personal and financial success through the starting of their own firms or social ventures, taking their place in the management of the family firm or assuming a position of leadership as a corporate entrepreneur introducing new products/services or opening new markets.

The entrepreneurship major at the Richard A. Chaifetz School of Business (https://www.slu.edu/business/) offers hands-on opportunities, experienced instructors and the development of creativity, market focus and business planning — all essential to successful ventures.

The network of entrepreneurs that support this program has led me to make stronger connections and gain real insight into what the business world was like before I graduated. This program prepared me to understand business and how companies work from startups to Fortune 500 companies.

-Tom Bushnell, CSB ’19

The program draws on world-class resources including the nationally recognized Chaifetz Center for Entrepreneurship, which hosts national competitions for new ideas, elevator pitches, innovative decision making and social ventures open to SLU students. The program is further enhanced through cross-campus initiatives such as the Coleman Fellows program, a network for entrepreneurship-oriented faculty around the campus, and the SLU Entrepreneurs Club, a university student club.

Students may choose to pursue the entrepreneurship minor in addition to their chosen major.

Curriculum Overview

Entrepreneurship is the engine of local, national and global economies and the program is designed to give students the tools necessary to succeed in entrepreneurial roles. Students interested in entrepreneurship learn and practice all aspects of the entrepreneurial process from developing an idea to pitching a business plan.

Students also have the option to learn about and pursue social entrepreneurial ventures. Entrepreneurship courses integrate the classroom with the real world through a dynamic mix of leading-edge technology, involvement with successful entrepreneurs and hands-on development of key skills like creativity, market focus and business planning, which are essential to successful ventures.

In addition, students have the opportunity to participate in local and national competitions that not only hone their entrepreneurial skills but can also lead to external support for their business plans.

Internships/Student Organizations

St. Louis’ metropolitan location provides many internship opportunities that allow students to gain career-related work experience while applying classroom experiences to practice. Most are paid and students may earn academic credit. Supervised by both a representative from the organization and a faculty mentor, students have interned with a large variety of entrepreneurial firms in the St. Louis area.

The management department supports the SLU Entrepreneurs Club, which provides students with the opportunity to learn about the different career paths in entrepreneurship as well as the opportunity to network with entrepreneurs from the area.

Students can get involved with the Chaifetz Center for Entrepreneurship’s programming which includes innovation challenges, networking events like BiliCon Valley and pitch competitions like Pure Idea, Real Elevator Pitch and Pitch and Catch.

Careers

Graduates join a global network of nearly 20,000 alumni from the Richard A. Chaifetz School of Business with careers in fields such as:

- Business founder
- Venture capitalist
- Strategic consultant
- Business process re-engineering consultant

Admission Requirements

Freshman

Begin your application for this program at www.slu.edu/apply (http://www.slu.edu/apply.php). Saint Louis University also accepts the Common App.

All applications are thoroughly and carefully reviewed. Solid academic performance in college preparatory coursework is a primary criterion in reviewing a freshman applicant’s file.

To be considered for admission to any Saint Louis University undergraduate program, the applicant must be graduating from an accredited high school, have an acceptable HiSET exam score or take the General Education Development (GED) test. Beginning with the 2021-22 academic year, undergraduate applicants will not be required to submit standardized test scores (ACT or SAT) in order to be considered for admission. Applicants will be evaluated equally, with or without submitted test scores.

Transfer

Begin your application for this program at www.slu.edu/apply (http://www.slu.edu/apply.php).

Applicants must be a graduate of an accredited high school or have an acceptable score on the GED. An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester credits (or 30 quarter credits) of college credit. Those having completed 24 credits or more of college credit need only submit a transcript from previously attended college(s).

Transfer students must have a cumulative 2.70 GPA to be admitted to the accounting program and a 2.50 GPA for all other majors. In reviewing a transfer applicant’s file, the office of admission holistically examines the student’s academic performance in college-level coursework as an indicator of the student’s ability to meet the academic rigor of Saint Louis University.

International Applicants

Begin your application for this program at www.slu.edu/apply (http://www.slu.edu/apply.php).

All admission policies and requirements for domestic students apply to international students along with the following:
Learning Outcomes

1. Graduates will be able to understand essential business concepts and how the various functional areas of business are related.
2. Graduates will be able to demonstrate knowledge of ethical concepts and corporate social responsibility, and be able to evaluate business problems from multiple ethical perspectives.
3. Graduates will be able to identify and structure business problems and propose actionable solutions to business problems, and, when applicable, utilize appropriate technology.
4. Graduates will be able to demonstrate effective written communication.
5. Graduates will be able to understand how cultures, politics, laws, ethics and economies influence and impacts business, and use tools and concepts to analyze and formulate an international business strategy.
6. Graduates will be able to demonstrate the ability to work effectively in teams.

7. Graduates will be able to develop creative/innovative solutions to/for business opportunities.

Requirements

Eighteen credits in addition to MGT 2000 Legal Environment of Business I (3 cr), MGT 3000 Management Theory and Practice (3 cr) and MGT 4000 Strategic Management and Policy (3 cr), which are taken as business common body of knowledge requirements.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Business Common Body of Knowledge (CBK) (p. 3)</td>
<td>45</td>
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<tr>
<td></td>
<td>Arts and Sciences Core Requirements (p. 3)</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td><strong>Entrepreneurship Major</strong>†</td>
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<tr>
<td>MGT 3200</td>
<td>Managing Ideas in Entrepreneurial Firms</td>
<td>3</td>
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<tr>
<td>or MGT 3201</td>
<td>Social Entrepreneurship</td>
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<tr>
<td>MGT 3210</td>
<td>Managing Resources in Entrepreneurial Firms</td>
<td>3</td>
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<tr>
<td>MGT 4200</td>
<td>Business Plan Development</td>
<td>3</td>
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</tbody>
</table>

Entrepreneurship Elective Courses

Select two of the following: 6

- MGT 3100 Organization Behavior
- MGT 3300 Management of Human Resources
- MGT 3301 Negotiations and Conflict Resolution
- MGT 4101 Fundamentals of Leadership
- MGT 4102 Failing Forward: Leadership in Turbulent Times
- MGT 4103 Current Problems in Management
- MGT 4912 Entrepreneurship Internship

Breadth Elective Courses §

Select one of the following: 3

- FIN 3160 Real Estate
- MGT 3800 Project Management
- MKT 3400 Integrated Marketing Communications
- MKT 3600 Marketing Research
- MKT 4440 Personal Selling

Electives in Business or Other Areas ‡

9

**Total Credits** 120

* Students cannot take both MGT 3200 Managing Ideas in Entrepreneurial Firms (3 cr) and MGT 3201 Social Entrepreneurship (3 cr).
† In addition to completing lower and upper division coursework in all areas of business, each student typically selects a business major before or during the first semester of the junior year. Required credits vary between 18-21 credits and are determined by the appropriate department. To broaden their expertise, students may complete more than one major in business, or a major and a minor in business. However, outside of the Business Common Body of Knowledge (CBK), a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.
§ A course may not be used to fulfill requirements in two majors/minors, i.e. FIN 3160 Real Estate (3 cr) may be used in either the Entrepreneurship area or the Finance area, but not both.
‡ Electives may be selected from any area of study within the University, giving the student the opportunity to diversify his/her background.

Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:

- **Scholarships**: Scholarships are awarded based on academic achievement, service, leadership and financial need.
- **Financial Aid**: Financial aid is provided in the form of grants and loans, some of which require repayment.

For priority consideration for merit-based scholarships, apply for admission by Dec. 1 and complete a Free Application for Federal Student Aid (FAFSA) by March 1.

For information on other scholarships and financial aid, visit the student financial services office online at https://www.slu.edu/financial-aid/.

Accreditation

The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world’s largest business education alliance and accrediting body of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Fewer than 5% of business schools worldwide have achieved AACSB accreditation.

You must demonstrate English Language proficiency (https://catalog.slu.edu/academic-policies/office-admission/undergraduate/english-language-proficiency/).

Proof of financial support must include:
- A letter of financial support from the person(s) or sponsoring agency funding your time at Saint Louis University.
- A letter from the sponsor’s bank verifying that the funds are available and will be so for the duration of your study at the University.

Academic records, in English translation, of students who have undertaken postsecondary studies outside the United States must include the courses taken and/or lectures attended, practical laboratory work, the maximum and minimum grades attainable, the grades earned or the results of all end-of-term examinations, and any honors or degrees received. WES and ECE transcripts are accepted.

Proof of financial support must include:
- A letter from the sponsor's bank verifying that the funds are available and will be so for the duration of your study at the University.
- A letter of financial support from the person(s) or sponsoring agency funding your time at Saint Louis University.

For information on other scholarships and financial aid, visit the student financial services office online at https://www.slu.edu/financial-aid/.
Continuation Standards
Entreprenurship students must maintain a 2.00 cumulative grade point average (GPA) in all courses used to fulfill the major.

Students will be on program probation if their GPA in major courses used to fulfill major requirements falls below 2.00. Students will have one semester to increase their major cumulative GPA to a 2.00; if not, students will not be allowed to register for 3000 or 4000 level major courses.

Students will be automatically placed on university probation if any of the following occur:

• Their Saint Louis University cumulative grade point average falls below 2.00
• Their Saint Louis University semester grade point average is below a 1.00
• More than two “incomplete” or two “in-progress” grades on their academic transcript

During the probationary period, advisors help students achieve academic success by closely monitoring their academic performance.

In order to improve scholastically and demonstrate their ability to make progress toward a degree, students on probation may not register for more than 12 credits in the fall and spring semesters, three credits in the winter term, and no more than one course/four credits in any single summer session term.

The conditions under which a student is dismissed from the school include:

1. Inability to eliminate probationary status within the two semesters subsequent to the assignment of probation or
2. A grade point average deficit of more than 15 points.

For more information, see University Academic Policies and Procedures (https://catalog.slu.edu/academic-policies/academic-policies-procedures/).

Business Common Body of Knowledge (CBK)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT 2200</td>
<td>Financial Accounting</td>
<td>3</td>
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<tr>
<td>ACCT 2220</td>
<td>Accounting for Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>BIZ 1000/1001</td>
<td>Business Foundations</td>
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<tr>
<td>BIZ 1002</td>
<td>Business Foundations Excel Lab</td>
<td>0</td>
</tr>
<tr>
<td>BIZ 3000</td>
<td>Career Foundations</td>
<td>1</td>
</tr>
<tr>
<td>BIZ 4000</td>
<td>Business Capstone</td>
<td>1</td>
</tr>
<tr>
<td>BTM 2000</td>
<td>Introduction to Business Technology Management</td>
<td>3</td>
</tr>
<tr>
<td>ECON 1900</td>
<td>Principles of Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 3120</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 3140</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3010</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>IB 2000</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>MGT 2000</td>
<td>Legal Environment of Business I</td>
<td>3</td>
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<tr>
<td>MGT 3000</td>
<td>Management Theory and Practice</td>
<td>3</td>
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<tr>
<td>MGT 4000</td>
<td>Strategic Management and Policy</td>
<td>3</td>
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<tr>
<td>MKT 3000</td>
<td>Introduction to Marketing Management</td>
<td>3</td>
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<tr>
<td>OPM 2070</td>
<td>Introduction to Business Statistics</td>
<td>3</td>
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<tr>
<td>OPM 3050</td>
<td>Introduction to Management Science and Operations Management</td>
<td>3</td>
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</table>

Total Credits 45
1 All other business CBK courses must be completed prior to taking BIZ 4000 Business Capstone (1 cr) and MGT 4000 Strategic Management and Policy (3 cr).

Arts and Sciences Core Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 1900</td>
<td>Advanced Strategies of Rhetoric and Research</td>
<td>2</td>
</tr>
</tbody>
</table>

Select one of the following:

ENGL 2250 Conflict, Social Justice and Literature
ENGL 2350 Faith, Doubt and Literature
ENGL 2450 Nature, Ecology & Literature
ENGL 2550 Gender, Identity & Literature
ENGL 2650 Technology, Media & Literature
ENGL 2750 Film, Culture and Literature
ENGL 2850 Nation, Identity and Literature

Foreign Language Literature
Select one of the following: 3

ENGL 4000 Professional Writing (strongly recommended)

English Literature
Fine Arts (Art, Art History, Dance, Film Studies, Music, Theatre)

CMM 1200 Public Speaking

HIST 1110 Origins of the Modern World to 1500
or HIST 1120 Origins of the Modern World (1500 to Present)

PSY 1010 General Psychology

Select two additional courses from the following: 6

African American Studies
American Studies
Anthropology
History
Political Science
Psychology
Sociology

Women's and Gender Studies

MATH 1200 College Algebra 4
MATH 1320 Survey of Calculus 2

Natural Science course
One additional Math or Natural Science course 5

PHIL 1050 Introduction to Philosophy: Self and Reality
PHIL 2050 Ethics
THEO 1000 Theological Foundations
THEO 2xxx Theology course

Total Credits 48

2 Must be completed by the end of the sophomore year in order to enroll in business courses junior year. MATH 1510 Calculus I (0.4 cr) or higher-level calculus course may be substituted for MATH 1320 Survey of Calculus (3 cr).

3 Upper-division foreign language may be substituted; however, students for whom English is a second language may not complete this requirement in their native language.
Students who place out of MATH 1200 College Algebra (0,3 cr) (based on a Math Index score) must replace it with another approved math course.

Graduation Requirements

To be certified for graduation, a student must complete all course requirements and meet all of the following conditions:

- Apply to graduate.
- Earn a minimum 2.00 cumulative GPA in all SLU coursework; accounting students must earn a minimum 2.70 cumulative grade point average (GPA) in all SLU coursework and earn grades of “C” or higher in all courses that fulfill the major requirements; for all other majors, students must earn a minimum 2.00 cumulative GPA in all major courses that fulfill the major requirements.
- Earn a minimum 2.00 cumulative GPA in all business coursework taken at Saint Louis University.
- Complete the Arts and Sciences core as specified in the business school curriculum.
- Complete 30 of the final 36 credits at the St. Louis campus or an approved study abroad program.
- Complete at least 50% of business coursework in residence at the St. Louis campus.*
- Complete major course requirements in residence at the St. Louis campus.*
- Students transferring from the Madrid campus must complete a minimum of 40 credits of coursework, including a minimum of 30 credits of business coursework in residence at the St. Louis campus.*
- Students may pursue the economics, international business or marketing majors at the St. Louis campus and/or at the Madrid campus. The residency requirement then applies to courses taken at either campus.

Roadmap

Roadmaps are recommended semester-by-semester plans of study for programs and assume full-time enrollment unless otherwise noted.

Courses and milestones designated as critical (marked with !) must be completed in the semester listed to ensure a timely graduation. Transfer credit may change the roadmap.

This roadmap should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor/mentor each semester. Requirements, course availability and sequencing are subject to change.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Year One</td>
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<tr>
<td>Fall</td>
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<tr>
<td>MATH 1200</td>
<td>College Algebra</td>
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<tr>
<td>BIZ 1000/1002</td>
<td>Business Foundations</td>
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<td>ENGL 1900</td>
<td>Advanced Strategies of Rhetoric and Research !</td>
<td>3</td>
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<td>Year Two</td>
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<td>Fall</td>
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<td>ACCT 2200</td>
<td>Financial Accounting</td>
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<td>Arts &amp; Sciences Core ! 2</td>
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<td>Year Three</td>
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<td>Fall</td>
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<td>MGT 3000</td>
<td>Management Theory and Practice</td>
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<td>ECON 3120</td>
<td>Intermediate Macroeconomics</td>
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<td>or ECON 3140</td>
<td>Intermediate Microeconomics</td>
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<td>FIN 3010</td>
<td>Principles of Finance</td>
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<td>MKT 3000</td>
<td>Introduction to Marketing Management</td>
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<td>Year Four</td>
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<td>Fall</td>
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<tr>
<td>MGT 3210</td>
<td>Managing Resources in Entrepreneurial Firms (Major)</td>
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<td>or MGT 3201</td>
<td>Managing Ideas in Entrepreneurial Firms (MAJOR)</td>
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Credits

15

1

Survey of Calculus ! 1
Calculus I
Principles of Economics
Introduction to Business Statistics
Public Speaking ! 1
Arts & Sciences Core ! 2
Arts & Sciences Core ! 2

Credits

15

Intermediate Microeconomics
Arts & Sciences Core ! 2
Arts & Sciences Core ! 2

Credits

15

Intermediate Microeconomics
Arts & Sciences Core ! 2

Credits

15

Managing Ideas in Entrepreneurial Firms (MAJOR)
Managing Resources in Entrepreneurial Firms (Major)
Arts & Sciences Core ! 2

Credits

15

Arts & Sciences Core ! 2
<table>
<thead>
<tr>
<th>Credit</th>
<th>Course</th>
<th>Description</th>
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<td></td>
<td><strong>Spring</strong></td>
<td></td>
<td><strong>15</strong></td>
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<tr>
<td>3</td>
<td>MGT 4200</td>
<td>Business Plan Development (Major)</td>
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<td>1</td>
<td>BIZ 4000</td>
<td>Business Capstone</td>
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<td>MGT 4000</td>
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<td>3</td>
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<td>13</td>
<td><strong>Total Credits</strong></td>
<td></td>
<td><strong>120</strong></td>
</tr>
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</table>

1. Must have completed by end of sophomore year
2. See list of A&S core required for business students
3. Must take 2nd semester sophomore year unless studying abroad
4. See list of Entrepreneurship electives
5. See list of Entrepreneurship electives (only need one breadth elective)
6. Must have completed all other Business Common Body of Knowledge courses

**2+SLU**

2+SLU programs are formal transfer agreements for students seeking an associate degree at a partner institution.

- Entrepreneurship, B.S. (Jeffco 2+SLU)
- Entrepreneurship, B.S. (STLCC 2+SLU)