



Bachelor of Science

Entrepreneurship (BSE)

• CIP 520701 • 120 credits

Program Description

This program prepares students to engage in activities that will create social good and social change. These individuals are referred to as Social Entrepreneurs and are seeking solutions using existing and new business tools. These abilities and tools are developed through the study of the basics of entrepreneurship, study of issues through the lens of multiple disciplinary perspectives, and personal reflection on goals and opportunities. The curriculum for the field combines different business courses and specifically focused courses in the social enterprise area. As part of the curriculum, Social Entrepreneurship students will participate in a senior capstone project.

This program is also preparatory for the Master's Degree in Business Ethics and Compliance, Corporate Social Responsibility track.

Program Outcomes

- Articulate the need for social change in today's complex world
- Utilize entrepreneurial and creative tools to help solve social issues
- Harness the principles of marketing and management to develop pathways to social solutions
- Employ the accounting and budgetary differences of non-profits and B corporations
- Use grants and fundraising as tools for revenue generation.
- Explain the legal forms of business, including the regulatory and compliance issues of each form

Instructional Delivery

The BSE is an online program. Courses are eight weeks in length, and there are six sessions each year. The BSE is offered in a 100% asynchronous online format, and there is a strong focus on engaging students in a dynamic and interactive online learning format.

Given that CCG students are primarily working adults, the average program completion is five (5) years or thirty (30) eight-week terms.

BSE General Education 42 credits

English6

ENG 101W English Composition I

ENG 201W English Composition II

Critical Thinking and Literacy6

INF 101W Information Literacy for College Success
(Required as first course at CCG)

PHI 101W Critical Thinking

Arts & Humanities6

Choose two:

ART 301W Art History and Appreciation

ENG 305W American Literature

ENG 405W British Literature

HIS 201W U.S. History Since 1900

Social Science6

Choose two:

ECO 101W Economics and Society

PSY 250W Psychology

POL 250W Political Science

SOC 250W Sociology

Mathematics6

MAT 101W* Essentials of College Mathematics

MAT 103W* Business Math

MAT 205W College Algebra

Communication6

COM 201W Business Writing and Communication

COM 301W Interpersonal and Organizational Communication

Natural Science6

SCI 281W Environmental Science

SCI 301W Anatomy and Physiology

*Students may elect to take a Math placement exam instead of MAT 101W. Students should contact their advisor for assistance with scheduling the placement exam prior to enrolling in any MAT courses.

Continued

(All courses @ 3 credits except as noted.)



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Entrepreneurship (BSE)

Core Curriculum.....42 credits

- ACC 201W Accounting I
- ACC 202W Accounting II
- MGM 201W Principles of Management
- MGM 225W Human Resources
- MGM 250W Business Ethics
- MGM 255W Business Law
- MGM 305W Organizational Behavior
- MGM 401W Operations Management
- MKT 210W Principles of Marketing
- SEM 205W Introduction to Social Entrepreneurship
- SEM 210W Entrepreneurship and Small Business Management
- SEM 320W Grant Writing and Funding
- SEM 410W Case Histories
- SEM 450W SEM Senior Capstone

Concentration Curriculum.....36 credits

Nonprofit Management Concentration

- ACC 405W Government and Nonprofit Accounting
- DMK 350W Cause Marketing
- MAT 305W Business Statistics
- SEM 405W Nonprofit Organization Management
- SEM 350W Nonprofit PR
- SEM 360W Nonprofit Marketing
- SEM 420W Equity, Diversity, and Inclusion in Management
- Electives – select five (5) business courses*

Ethical Management Concentration

- ACC 205W Managerial Accounting
- MAT 305W Business Statistics
- MGM 215W Leadership and Management
- MGM 410W Strategic Planning and Decision Making
- SEM 310W Governance, Ethics, and Compliance
- SEM 430W Strategy, Mission, and Governance
- SEM 420W Equity, Diversity, and Inclusion in Management
- Electives – select five (5) business courses*

Marketing Management Concentration

- ACC 205W Managerial Accounting
- DMK 305W Digital Advertising
- DMK 205W Digital Marketing
- MAT 305W Business Statistics
- MKT 305W Consumer Behavior
- SEM 360W Nonprofit Marketing
- SEM 420W Equity, Diversity, and Inclusion in Management
- Electives – select five (5) business courses*