

Business, Innovation, and Entrepreneurship (Updated, July 1, 2023)

Accreditation

Henderson State University's B.B.A. and M.B.A. degree programs are accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Mission Statement

In the Business, Innovation, and Entrepreneurship (BIE) learning community, students, faculty, and partners collaborate in equipping our graduates with the tools necessary for the ever-changing business world. We accomplish this by encouraging students to consider potential business solutions with a growth mindset in an experiential learning environment.

Core Attributes and Values

- Effective Organizational Leadership that drives growth and empowers stakeholders
- Solution-Minded Entrepreneurs that take on wicked problems and create new ideas, products, and services
- Community Cognizant People who value economic development, social sustainability, and impact

The Unique Student Experience

- Increase data literacy through experiential learning prioritizing critical thinking to tell a story
- Encourage students to broaden their scope of possibilities as a businessperson
- Demonstrate socially responsible, conscientious leadership through ethical decision making

Purpose

Within the framework and the larger goals and objectives of the university, the role of the Business, Innovation, and Entrepreneurship learning community is to provide a well-rounded professional education in business leading to the Bachelor of Business Administration (B.B.A.) degree. The BIE learning community seeks to help students develop abilities and skills which are both useful and adaptive to the needs of business and industry, professional organizations, and government. In addition, the BIE learning community attempts to improve the quality of life in the community and surrounding regions by serving as a bridge for the exchange of information and ideas concerning business and economics.

The Business program offers a professional graduate program designed to prepare students in the more dynamic aspects of business practice and theory. The Master of Business Administration (M.B.A.) program focuses on development of the higher levels of management skills needed to deal effectively with the complex problems of today. For details, consult the Graduate Catalog.

All programs are under the supervision of the Director of the BIE learning community, and correspondence should be addressed to the Director.

Requirements for Admission to the Undergraduate Business Program

A student enrolled at Henderson State University as a declared business major is admitted into the BIE learning community. It is the student's responsibility to initiate the application for the continuation of their major (Application Deadlines: March 1). A student will submit a completed application to the BIE learning community after meeting the following criteria:

Students may apply to the BIE learning community after earning 40 credit hours.

- 1) Students are required to meet with their Academic Advisor. The student and advisor will create a degree plan. The degree plan must be submitted with the application.
- 2) Students are required to have a minimum cumulative GPA of 2.50 for the Business Administration major.
- 3) Student is required to complete the following courses prior to application (must earn a minimum GPA of 2.50 or better):
 - a. ACC 2013 Principles of Accounting A,
 - b. COM 2013 Oral Communications,
 - c. DSC 2073 Fundamentals of Information Systems (or CSC 2003)
 - d. GBU 1311 Business Professional Skills, Part I*,
 - e. GBU 1321 Business Professional Skills, Part II*, and
 - f. GBU 2013 Quantitative Analysis for Business Decisions
- 4) Students should have completed or be currently enrolled in 3 of the following courses at the time of application:
 - a. Students choose 2 of the required courses from these options:
 - i. ACC 2023 Principles of Accounting B
 - or ii. ECO 2013 Macroeconomics or
 - iii. ECO 2023 Microeconomics
 - b. Students choose 1 of the required courses from these options:
 - i. GBU 2331 Business Professional Image or
 - ii. GBU 2341 Business Career Readiness
- 5) Submit a 2-page essay describing why the student wants to be Business major.

Admission to the program will be determined by several factors and is at the discretion of the committee. Submission of minimum required materials is not a guarantee of admission to the program. Students not meeting all the minimum criteria will meet with the committee and present the following requirements.

A student who fails to meet one or more of the above requirements must submit an essay explaining:

- a. Why s/he did not meet the requirement(s).
- b. Present an action plan to ensure her/his success in the program.

Transfer students and students with significant earned hours will be evaluated on a case-by-case basis. (*Transfer students with classification status as junior level or above are exempt from these courses: GBU 1311 and GBU 1321.)

General Requirements

Students pursuing a B.B.A. degree must complete a minimum of 120 semester hours to graduate. These hours will include the Liberal Arts Core requirements, the Business Curriculum Core requirements (see below), the specific requirements of the major field selected, and various electives.

Candidates for the B.B.A. degree must complete a minimum of 50 semester hours of business courses with a grade of "C" or higher. A student may not present for graduation a grade lower than "C" in any course used to meet the requirements listed in the major field of study or area of concentration. CLEP credit will not be accepted for business courses.

A broad-based education is vital to the effective business professional of today. Business majors should select a variety of non-business courses as free electives. Business majors may, but are not required to, minor in any of several nonbusiness fields. There are four minor fields of study in business available: Business Administration, Data Science, and Entrepreneurship. Candidates for the B.B.A. degree can double major in business.

Students pursuing the B.B.A. degree may select from the following areas as major fields: accounting and business administration. The business administration major supports the purpose of a well-rounded professional business program while allowing for additional study in the specific areas of Data Science, Finance, Management, and Marketing.

Double Business Options

The Business program allows B.B.A. concentrations to be combined resulting in a degree with a double concentration. If all specified requirements are completed at the same time, one diploma recognizing both business concentrations will be awarded.

Business Administration Majors may complete dual options by completing **all** requirements under each option. Course double dipping is allowed, if at least 12 hours of option specific courses are completed within each option (ex. – 12 hours FIN; 12 hours MGM; 12 hours MKT).

The Business Curriculum Core

In addition to the course requirements for each major in business, all students seeking the B.B.A. degree must complete a group of courses called "the business core." These courses cover a broad range of business topics which are essential for all business students. Emphasis is placed on the applications of decision-making principles based on current business practices, including the

increasing use of quantitative management techniques. This core provides the foundation for additional study in the various business fields.

ACC 2013 Principles of Accounting A 3
ACC 2013 Principles of Accounting B 3
DSC 2073 Applications for Business Information Systems 3
DSC 2103 Program for Business Applications 3
ECO 2013 Macroeconomics 3
ECO 2023 Microeconomics 3
FIN 3043 Business Finance 3
GBU 1311 Business Professional Skills, Part I 1
GBU 1321 Business Professional Skills, Part II 1
GBU 2013 Quantitative Analysis for Business Decisions 3
GBU 2143 Legal Environment of Business 3
GBU 2331 Business Professional Image 1
GBU 2431 Business Career Readiness 1
GBU 3133 Descriptive Analytics 3
MGM 3013 Management Communications 3
MGM 3113 Principles of Management 3
MGM 4073 Operations Management 3
MGM 4133 Strategic Management 3
MKT 3013 Fundamentals of Marketing 3

Hours 49

Computer proficiency* is desirable for ACC 2013; ACC 2023, ECO 2013, ECO 2023; and GBU 2013.

Core business courses may not be taken by correspondence. Junior and senior level business courses should not be taken prior to successfully completing the formal application process, the accumulation of 60 hours of college credit, with the possible exceptions of MGM 3013, Management Communications and MGM 3113, Principles of Management. Due to prerequisite courses, it is very important for the student to follow the proper course sequence. See Business program Graduation Plans for comprehensive information.

* Computer Proficiency Defined: Students are required to have a passing grade in DSC 2073 or a comparable class.

Business Administration Major

The Business Administration curriculum is structured to provide the broad education that students need for career success as future business executives.

A rapidly changing business environment makes it essential that future business leaders be broadly educated in order to adjust and adapt themselves to changing requirements. This curriculum is designed to provide students with a strong base from which to enter an organization through either a Data Science, Finance, Management, or Marketing option and yet give the flexibility and upward career mobility necessary for advancement to general management.

Requirements for the Data Science Option

The student must complete all DSC courses and the courses indicated by * below with a grade of "C" or better. This list does not include the liberal arts core or business core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

CSC 1104 *Foundations of Computer Science I 4
DSC 3153 *Data Management 3
DSC 3163 *Data Visualization 3
DSC 4153 *Data Analytics 3
DSC 4173 *Data Mining 3
DSC 4183 *Analytics Practicum 3

Total Hours 19

Requirements for the Finance Option

The student must complete all FIN courses and the courses indicated by * below with a grade of "C" or better. Students with a focus area in finance are expected to earn a grade of "C" or better in each prerequisite finance course before progressing to the next course. This list does not include the liberal arts core or business core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

FIN 3103 *Investment Planning 3
FIN 4123 *Financial Planning 3
FIN *Advanced finance electives 6
Choose *two* of the following: 6
 ACC 4163 Federal Income Tax Accounting
 FIN 3173 Principles of Insurance
 FIN 3303 Retirement and Employee Benefits
 FIN 3323 Estate Planning

Total Hours 18

Requirements for the General Business Option

The General Business concentration provides you with the flexibility to study within various business disciplines while customizing a plan of study that works with your interests and career goals. The program provides an engaging environment that advances critical thinking, innovative problem-solving, and ethical behavior.

Students will work with their academic advisor to develop the set of courses they take, choosing classes from accounting, data science, economics, finance, general business, management, and marketing. During their studies, students have the option of changing their major to specialize in a specific area or to remain in the general business major.

The student must complete the courses indicated by * below with a grade of "C" or better. This list does not include the liberal arts core or business core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

Directed Advanced Business Electives 18**

*****Students work with their academic advisor to develop their Directed Advanced Business Electives.**

Requirements for the Management Option

The student must complete all MGM courses and the courses indicated by * below with a grade of "C" or better. This list does not include the liberal arts core required for graduation. See the Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

MGM 4023 *Human Resource Management 3

MGM 4153 *Organizational Leadership 3

MGM 4193 *International Business 3

MGM *Advanced Management Elective** 3

*Advanced Business Electives*** 6

Hours 18

Advanced Management Electives: **Any 3000 or 4000 level Management course.

Advanced Business Elective: ***Any 3000 or 4000 level course from ACC, DSC, ECO, FIN, GBU, MGM, or MKT may be used for an Adv. Business Elective.

Requirements for the Marketing Option

The student must complete all MKT courses and the courses indicated with * below with a grade of "C" or better. This list does not include the liberal arts core required for graduation. See the

Business program Graduation Plan for this focus area for a comprehensive list. A total of 120 hours must be completed for graduation.

MGM 4193 *International Business 3
MKT 4113 *Marketing Research 3
MKT 4163 *Consumer Behavior 3
*Advanced Marketing Electives** 6
*Advanced Business Electives*** 3
Hours 18

Advanced Marketing Elective: **Any 3000 or 4000 level Marketing course may be used for one Advanced Marketing elective.

Advanced Business Elective: ***Any 3000 or 4000 level course from ACC, DSC, ECO, FIN, GBU, MGM, or MKT may be used for an Adv. Business Elective.

Requirements for a Minor in Business Administration

The student must complete the courses listed below with a grade of “C” or better.

ACC 2013 Principles of Accounting – A 3
ACC 2023 Principles of Accounting – B 3
ECO 2023 Principles of Microeconomics 3
MGM 3113 Principles of Management 3
MKT 3013 Fundamentals of Marketing 3
Advanced Business Elective*** 3
Total Minor Requirements 18

Advanced Business Elective: ***Any 3000 or 4000 level course from ACC, DSC, ECO, FIN, GBU, MGM, or MKT may be used for an Adv. Business Elective.

Requirements for a Minor in Data Science

Data science is growing rapidly. With such demand, organizations are paying a premium to hire recent college graduates who have analytic and problem-solving skills associated with data science. The data science minor assists students from all backgrounds to further develop a strong foundation in analytics.

The student must complete the courses listed below with a grade of “C” or better.

DSC 3153 Data Management 3
GBU 3133 Descriptive Analytics OR 3
Any junior level statistics course
DSC 3163 Data Visualization 3

DSC 4153 Data Analytics 3

DSC 4173 Data Mining 3

Total Minor Requirements 15

Requirements for a Minor in Entrepreneurship

The entrepreneurship minor provides students from all academic disciplines with entrepreneurial skills needed to create successful startup ventures, new corporate initiatives, and potent non-profit organizations. The minor is intended for majors in all disciplines who desire a course of study to improve their understanding of the business environment and the entrepreneurial issues related to a business or non-profit organization. Students will learn how to recognize opportunities, formulate solutions, and deliver results to those in need. These skills are essential to starting new businesses and are valued by small and large organizations seeking employees who can create and lead innovative new initiatives.

The student must complete the courses listed below with a grade of “C” or better.

ECO 2023 Microeconomics` 3

GBU 3213 Foundations of Entrepreneurship 3

MGM 3113 Principles of Management 3

MKT 3013 Fundamentals of Marketing* 3

Pick *two* of the following: 6

GBU 4223 Applied Entrepreneurship

GBU 3263 Innovation Management

MGM 4023 Small and Family Business

Total Minor Requirements 18

`Must be taken before MKT 3013 Fundamentals of Marketing

+ Must be taken before GBU 4223 Applied Entrepreneurship

*Must be taken before MGM 4023 Small and Family Business

Requirements for Business Certificates

For students who want to build practical and professional skills that will help distinguish themselves from their competition, the Business program offers five certificates that will help students achieve this goal.

Analytics Certificate

Data analytics is growing rapidly. With such demand, organizations are paying a premium to hire recent college graduates who have analytic and problem-solving skills. The analytics certificate assists students to further develop a strong foundation in business analytics, no matter your major.

The student must complete the courses listed below with a grade of “C” or better.

DSC 3153 Data Management 3

GBU 3133 Descriptive Analytics (or) 3

Any junior level statistics course

Pick *two* of the following courses: 6

DSC 3163 Data Visualization

DSC 4043 Systems Analysis and Design

DSC 4153 Data Analytics

DSC 4173 Data Mining

Total Certificate Requirements 12

Entrepreneurship Certificate

Innovation, startup, small business, and entrepreneurship, four words that are necessary to be successful in a 21st century global economy. No matter your major, the Entrepreneurship certificate will provide you with the foundation you need to take your idea from just that and formulate it into a well-articulated business plan.

The student must complete the courses listed below with a grade of “C” or better.

GBU 3213 Foundations of Entrepreneurship & 3

GBU 4223 Applied Entrepreneurship 3

Pick *two* of the following three: 6

GBU 3253 Critical Design Thinking

GBU 3263 Innovation Management

MGM 4023 Small and Family Business

Total Certificate Requirements 12

+ Must be taken before GBU 4223 Applied Entrepreneurship

Integrated Marketing Communications Certificate

Integrated marketing communications (IMC) refers to the coordination of promotion and other marketing efforts to ensure maximum informational and persuasive impact on customers. Major environmental changes such as media fragmentation and widespread internet availability have caused an increased need for IMC.

The student must complete the courses listed below with a grade of “C” or better.

ECO 2023 Microeconomics 3

MKT 3013 Fundamentals of Marketing 3

MKT 4053 Integrated Marketing Communications 3

MKT 4183 Digital Marketing 3

Pick *one* of the following: 3

- COM 2153 Argumentation & Debate
 - COM 4003 Special Topics: Strategic Digital Media
 - COM 4093 Persuasion
 - COM 4123 Advertising Principles and Practices
 - COM 4133 Rhetorical Theory
 - COM 4193 Public Relations Strategies and Tactics
- Total Certificate Requirements 15

Nonprofit Management Certificate

The nonprofit sector continues to grow with increased competition resulting from changes in funding patterns and high demands for accountability. These challenges require strong leaders to manage nonprofit organizations. The HSU Nonprofit Management certificate curriculum offers a rigorous foundation required for the establishment, implementation, and sustainability of successful nonprofit organizations. This certificate program is designed to provide the professional training and development necessary to support your organization's sustainability and growth.

The student must complete the courses listed below with a grade of "C" or better.

- MGM 3113 Principles of Management* 3
 - MGM 4053 Nonprofit Management 3
 - MGM 4063 Grant Writing and Management 3
 - GBU 3213 Foundations of Entrepreneurship (**or**) 3
 - MGM 4083 Public Budgeting and Finance
 - MGM 4023 Human Resource Management (**or**) 3
 - MGM 4153 Organizational Leadership
- Total Certificate Requirements 15

* This course must be taken prior to other required courses.

Personal Financial Planning Certificate

The personal Financial Planning Certificate is designed as a comprehensive preparation in all aspects of personal financial planning. The certification covers all the required topics to fulfill the education requirements to sit for the CFP® Certification Examination.

The student must complete the courses listed below with a grade of "C" or better.

- ACC 4163 Federal Income Tax Accounting 3
- FIN 3173 Insurance Planning 3
- FIN 3303 Retirement and Employee Benefits 3
- FIN 3323 Estate Planning 3

FIN 3103 Investment Planning 3

FIN 4123 Financial Planning 3

Total Certificate Requirements 18

*FIN 3043 Business Finance is a prerequisite for all courses in this certificate.