

Entrepreneurship and Innovation, B.S.B.AD.

Degree Offered

- Bachelor of Science in Business Administration

Nature of the Program

The Entrepreneurship and Innovation Major will prepare graduates for starting new ventures, as well as positions in organizations that propose, analyze, and implement entrepreneurial growth strategies. Through a flexible series of courses that emphasize both conceptual and hands-on/experiential learning, students will develop knowledge and skills that provide them with a platform to start, run, and grow enterprises. Career options for Entrepreneurship and Innovation Majors include:

- Entrepreneur or business owner
- Business or economic development
- Corporate innovation
- New product development
- Management consulting
- Sales agent (financial services, insurance, real estate, etc.)

FACULTY

CHAIR

- Olga Bruyaka Collignon - Ph.D. (University Lyon 3, EM Lyon Business School)

ASSISTANT PROFESSORS

- Ryan Angus - Ph.D. (University of Utah)
- Hyeonsuh Lee - Ph.D. (University of Illinois Urbana-Champaign)

POSTDOCS

- Nancy Chen - Ph.D. (University of Missouri)
- Susan Major - DOL (Hood College)

Admissions for 2026-2027

For specific information regarding the admissions requirements for First Time Freshmen to the John Chambers College of Business and Economics, please visit Chambers admissions (<http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext>).

Students who are direct admitted to the major as first-time freshmen must possess an overall university GPA of at least 2.0 and have completed the course prerequisites listed in the table below with minimum grade of C-, unless otherwise noted, to be eligible to enroll in upper-division course work.

Students who are not direct admitted to the major (i.e. Business) will declare the major at the beginning of the semester in which they satisfy the course prerequisites listed below. Applicants also must possess an overall GPA of at least 2.0 to be considered for admission to the major.

Code	Title	Hours
ACCT 201	Principles of Accounting 1	3
BCOR 121	Introduction to Business Applications	2
ECON 201 & ECON 202	Principles of Microeconomics and Principles of Macroeconomics	6
ECON 225 or STAT 211	Elementary Business and Economics Statistics Elementary Statistical Inference	3
Choose one of the following:		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	
MATH 124	Algebra with Applications	3
Total Hours		20-23

Major Code: 2162

[Click here to view the Suggested Plan of Study \(p. 3\)](#)

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

Students seeking admission to the Bachelor of Science in Business Administration, Entrepreneurship & Innovation Major offered by the John Chambers College of Business and Economics (B&E) must make formal application to the program. Ideally, a student will apply for admission to the program when he/she has completed the pre-requisite coursework (listed in the table below) with a minimum grade of C- at the end of the application term, an overall GPA of at least 2.0 (B&E student 2.0, other students 2.5) and completed a minimum of 45 semester hours at the end of the application term.

Code	Title	Hours
University Requirements		34
Program Requirements		23
Business Core Requirements		33
Entrepreneurship and Innovation Major Requirements		30
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 2, 5, 6, 7 and 8		16
BCOR 191	First-Year Seminar	1
General Electives		20
Total Hours		37

Program Requirements

Code	Title	Hours
ACCT 201	Principles of Accounting 1 (Minimum grade of C-)	3
BCOR 121	Introduction to Business Applications	2
ECON 201	Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 4)	3
ECON 202	Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 8)	3

Select one of the following (Minimum Grade of C-; may fulfill GEF 1):		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	
Select one of the following (Minimum grade of C-; may fulfill GEF 8):		3
ECON 225	Elementary Business and Economics Statistics	
STAT 211	Elementary Statistical Inference	
MATH 124	Algebra with Applications (Minimum grade of C-; may fulfill GEF 3)	3
Total Hours		23

Business Core Requirements

Code	Title	Hours
ENTR 102	Fundamentals of Entrepreneurship	3
BCOR 199	Introduction to Business	3
BCOR 299	Business Communication (Fulfills Writing and Communication Skills Requirement)	3
BCOR 320	Legal Environment of Business	3
BCOR 330	Information Systems and Technology	3
BCOR 340	Principles of Finance	3
BCOR 350	Principles of Marketing	3
BCOR 360	Supply Chain Management	3
BCOR 370	Principles of Management	3
BCOR 380	Business Ethics	3
BCOR 460	Contemporary Business Strategy	3
Total Hours		33

Entrepreneurship and Innovation Major Requirements

Code	Title	Hours
Possess a minimum GPA of 2.0 for all major courses calculated using all attempted GPA hours unless excluded by the D/F repeat policy.		
ENTR 400	Advanced Concepts in Entrepreneurship (Minimum Grade of C-)	3
ENTR 405	Entrepreneurial Creativity & Innovation (Minimum Grade of C-)	3
ENTR 420	Entrepreneurial Finance (Minimum Grade of C-)	3
ENTR 440	Small Business Consulting	3
ENTR 460	Entrepreneurship Practicum	3
Select five of the following electives (two must be in Chambers):		15
Entrepreneurship (ENTR) Courses 400+		
ACCT 331	Managerial Accounting	
COMM 306	Organizational Communication	
COMM 404	Persuasion	
DSGN 270	Product Design Foundations	
MKTG 320	Professional Selling 1	
MKTG 321	Professional Selling 2	
MKTG 345	Selling with Digital Media	
MKTG 350	Product and Brand Management	
MKTG 445	Start Up Marketing Promotions	
Total Hours		30

Suggested Plan of Study

First Year		Hours	Spring	Hours
Fall				
BCOR 199			3 ACCT 201	3
BCOR 191			1 ECON 201 (GEF 4)	3

BCOR 121	2 ENGL 101 (GEF 1)	3
ENTR 102	3 GEF (Choose from F2, F5, F6, F7 or F8)	3
MATH 124 (GEF 3)	3 Minor or General Elective	3
GEF (Choose from F2, F5, F6, F7 or F8)	3	
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		15
		15

Second Year

Fall	Hours	Spring	Hours
ECON 202 (GEF 8)		3 BCOR 299	3
ECON 225 (GEF 8)		3 BCOR 330	3
ENGL 102 (GEF 1)		3 BCOR 340	3
GEF (Choose from F2, F5, F6, F7 or F8))		6 BCOR 350	3
		BCOR 370	3
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		15	15

Third Year

Fall	Hours	Spring	Hours
BCOR 320		3 BCOR 360	3
ENTR 400		3 ENTR 420	3
ENTR 405		3 Major Elective	6
GEF (Choose from F2, F5, F6, F7 or F8)		3 GEF (Choose from F2, F5, F6, F7 or F8)	3
Minor or General Electives		3	
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		15	15

Fourth Year

Fall	Hours	Spring	Hours
BCOR 380		3 BCOR 460	3
ENTR 440		3 ENTR 460	3
Major Elective		6 Major Elective	3
Minor or General Electives		3 Minor or General Electives	6
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		15	15

Total credit hours: 120

Major Learning Outcomes

ENTREPRENEURSHIP AND INNOVATION

The objective of providing a foundational education in entrepreneurship and innovation at the undergraduate level cannot be realized without appropriate curricula content, effective teaching, and ultimately, learning. Within the undergraduate entrepreneurship and innovation major, we subscribe to the following learning goals for each of our undergraduate students:

- Graduates will be able to manage and evaluate organizational systems focused on the following entrepreneurial outcomes.
 - Identify organizational tasks, roles, and responsibilities of managing entrepreneurial ventures.
 - Designate the interrelationships between functional areas of entrepreneurial ventures.
 - Describe the interrelationships between resources, organizational structure, and strategies utilized to create and grow entrepreneurial ventures.
 - Demonstrate an understanding of entrepreneurial phenomena across organizational contexts, including start-ups, small and medium sized enterprises, family businesses, and corporate ventures.
 - Prescribe effective practices in identifying and exploiting entrepreneurial opportunities.
 - Identify alternative ways to market a new product or service that contribute to the growth of an entrepreneurial venture.
 - Assess entrepreneurial opportunities using financial methods.
- Graduates will be able to think critically and solve problems in entrepreneurial ventures.
- Graduates will be able to deal with the dynamics of individuals and teams within organizations and to motivate, lead, and inspire employees toward achieving organizational goals.
- Graduates will be able to use computer and information technology in solving problems and perform functions commonly seen in managing businesses and other organizations.
- Graduates will be able to effectively communicate recommendations to management and other constituencies, orally and in writing.
- Graduates will have knowledge of business disciplines: accounting, finance, management, management information systems, and marketing.