

166 / Business Education, Entrepreneurship

Educ 100	Introduction to Teacher Education I	1
GB 110	Computer Formatting (GB 105)	3
		16
2nd Semester		
CORE	[Econ 201 Principles of Economics-Macro]	3
CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Hist 120 or 320]	3
CORE	[Math 131 Finite Math]	3
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3
MM 237	Using Information Systems	3
		18

Sophomore Year

1st Semester		
CORE	[Bio 101 General Biology]	4
CORE	[Kine 101 Physical Activity]	1
CORE	[Literature (Eng 261,262,271,272, 281,282)]	3
Acct 201	Principles of Financial Accounting (Math 131, MM 237)	3
Educ 280	Foundations of Education in a Global Society	3
Educ 302	Exceptional Child	2
		16

2nd Semester

CORE	[Comm 100 Oral Communication]	3
CORE	[Kine 103 Lifetime Wellness]	2
CORE	[Phys 100 Fundamentals of Physical Science]	5
Educ 301	Computer Software in the Classroom	3
Psy 301	Adolescent Development	3
		16

Junior Year

1st Semester		
Acct 202	Principles of Managerial Accounting (Acct 201)	3
Educ 321	Microteaching	2
Educ 329	Pedagogical Theory, Methods & Practices	4
Educ 423	Classroom Management	2
GB 301	Legal Environment of Business I	3
MM 300	Principles of Marketing (Econ 202)	3
		17

2nd Semester

CORE	[Humanities and Fine Arts]	3
GB 320	Business Communication (WI) (Eng 102)	3
MM 405	Internet Marketing (MM 300)	3
Educ 336	Teaching Business in Secondary Schools	2
Educ 422	Content Area Literacy: Secondary (WI)	2
Psy 310	Educational Psychology	3
		16

Senior Year

1st Semester		
Educ 301	Computer Software in Education	3
GB 312	Principles of Business Education	3
GB 412	Implementing Business Education Programs	3
MM 337	Management Information Systems	3
MM 350	Fundamentals of Organizational Management (WI)	3
Psy 412	Measurement and Evaluation	2
		17

2nd Semester		
Professional Semester		
Educ 402	Historical and Philosophical Perspectives in Education (WI)	2
Educ 432	Critical Issues in Education	2
Educ 462	Student Teaching Secondary	8
		12
[Department Recommendations] (Prerequisites)		

For additional information contact:

Beverly Block
Office: Matthews Hall 307B
Phone: 417.625.9603
Email: block-b@mssu.edu



Faculty Bradshaw, Krudwig, Robinson

Entrepreneurship minors are offered to Non-B.S.B.A. and B.S.B.A. degree candidates. These courses will help prepare students to start and operate their own businesses.

Minor in Entrepreneurship (Non-B.S.B.A. degree candidates)

Semester Hours

Required:

Ent 201	Developing a Business Plan.	1
Ent 202	Business Opportunities	1
Ent 203	Legal Aspects for Entrepreneurs	1
Ent 204	Initial Capitalization	1
Ent 205	Cash Flow Analysis	1
Ent 206	Microcomputer Applications	1
Ent 207	Accounting Procedures	1
Ent 208	Accounting Records	1
Ent 209	Accounting Taxation	1
Ent 210	The Management Process for Entrepreneurs.	1
Ent 211	Strategic Planning & Organizing.	1
Ent 212	Human Resource Issues For Entrepreneurs	1
Ent 213	Promotion	1
Ent 214	Pricing	1
Ent 215	Merchandise/Inventory Planning.	1
Ent 301	New Business Formation	3
Ent 302	Managing Innovation and Technology . . .	3

Total for Minor (Entrepreneurship)

21

**Minor in Entrepreneurship
(B.S.B.A. degree candidates)**

Semester Hours

Required:

Ent 201	Developing a Business Plan.	1
Ent 202	Business Opportunities	1
Ent 203	Legal Aspects for Entrepreneurs	1
Ent 204	Initial Capitalization	1
Ent 205	Cash Flow Analysis	1
Ent 209	Accounting Taxation	1
Ent 301	New Business Formation	3
Ent 302	Managing Innovation and Technology.	3

Choose 6 credit hours from:

Acct 309	Accounting Information Systems I	3
Econ 411	Investments	3
Econ 330	Principles of Insurance.	3
GB 361	Personal Development.	1
GB 362	Career Development	1
GB 363	Interpersonal Development	1
MM 340	Principles of Transportation	3
MM 354	Quality Management	3
MM 405	Internet Marketing	3
MM 312	Retailing	3
MM 436	Service Marketing	3
MM 321	Professional Strategic Selling.	3
MM 345	Business Logistics	3

Or Upper Division Business Course (selected with adviser consultation and approval)

Total for Minor (Entrepreneurship) 18

Concentration in Entrepreneurship

A concentration in entrepreneurship is offered for all students, regardless of major, to enhance success of small business start-ups. This concentration prepares the students to start their own businesses. A Certificate of Entrepreneurship will be issued to students who successfully complete the fifteen entrepreneurship courses. These courses are offered via the Internet.

**Requirements for a Concentration
in Entrepreneurship:**

Hours

Ent 201	Developing a Business Plan.	1
Ent 202	Business Opportunities	1
Ent 203	Legal Aspects for Entrepreneurs	1
Ent 204	Initial Capitalization	1
Ent 205	Cash Flow Analysis	1
Ent 206	Microcomputer Applications	1
Ent 207	Accounting Procedures	1
Ent 208	Accounting Records.	1
Ent 209	Accounting Taxation.	1
Ent 210	The Management Process for Entrepreneurs.	1
Ent 211	Strategic Planning & Organizing.	1
Ent 212	Human Resource Issues for Entrepreneurs	1
Ent 213	Promotion	1
Ent 214	Pricing.	1
Ent 215	Merchandise/Inventory Planning.	1

Total for Concentration (Entrepreneurship) 15

For additional information contact:

Karen Bradshaw
Office: Matthews Hall 107B
Phone: 417.625.9520
Email: bradshaw-k@mssu.edu

Course Descriptions

Ent 201 (F) 1 hr. cr.

Developing a Business Plan

This course focuses on the proper techniques to use in preparing and presenting a business plan, which will provide the necessary goals and directions for creating, managing, and gaining profit from a business.

Ent 202 (F) 1 hr. cr.

Business Opportunities

A course concentrating on analyzing the feasibility of starting or expanding a business venture. Topics include developing strategies for various types of existing business ventures and new startups, product positioning, the purchase of existing businesses, franchising, and determining and creating a competitive advantage for products and services.

Ent 203 (F) 1 hr. cr.

Legal Aspects for Entrepreneurs

This course will cover the formation, advantages and disadvantages of corporations, partnerships, LLCs, and sole proprietorships as different forms of legal ownership for new businesses. Topics include business licenses, business insurance, government regulations, government support systems, liability, and ethical issues.

Ent 204 (S) 1 hr. cr.

Initial Capitalization

A course to help prepare the entrepreneur for presenting their "initial capital" needs to the appropriate audience in obtaining financing for their new business.

Ent 205 (S) 1 hr. cr.

Cash Flow Analysis

A course for preparing analysis on a new or existing business in the areas of business operating cycle, quality indicators, financial ratios, permanent working capital, and cash flow analysis.

Ent 206 (S) 1 hr. cr.

Microcomputer Applications

A course to prepare the entrepreneur for applying computerized accounting technology to a small business situation. QuickBooks for Windows will be used for the course.

Ent 207 (F) 1 hr. cr.

Accounting Procedures

A course to teach entrepreneurs accounting concepts so they will have background knowledge of the how and why of financial statement preparation as related to managing small businesses.

Ent 208 (F) 1 hr. cr.

Accounting Records

A course to acquaint entrepreneurs with the various accounting and financial records needed to successfully operate a small business.

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Ent 209 (F) 1 hr. cr.

Accounting Taxation

A course to acquaint entrepreneurs with the tax consequences of the different forms of business organization and the documents necessary to get a business "legal" with authorities for "tax" purposes.

Ent 210 (S) 1 hr. cr.

The Management Process for Entrepreneurs

A course to acquaint the entrepreneur with basic theories and principles of management as they relate to an entrepreneurial and newly formed business. Using E-commerce in traditional companies will be evaluated. Small business survival by gaining the competitive edge will be stressed.

Ent 211 (S) 1 hr. cr.

Strategic Planning & Organizing

A course to help small business people develop and implement management strategies for efficiency and to learn and practice the important functions of planning and organizing a small business. Topics include the balanced scorecard concept, analytical tools, methods of managing entrepreneurial firms, and the formation of strategy for E-commerce trends and the application of this strategy.

Ent 212 (S) 1 hr. cr.

Human Resource Issues for Entrepreneurs

This course is designed to help the students and owners of small businesses improve their human relations skills needed in running a business. The discovering of one's management style and the development of new management skills will be covered.

Ent 213 (S) 1 hr. cr.

Promotion

This course will introduce the entrepreneur to the complexities of advertising for smaller businesses. The entrepreneur will learn to develop the marketing goals of a business and select a marketing mix to communicate those ideas to the marketplace. Utilizing the Internet in promotional strategies will be covered.

Ent 214 (S) 1 hr. cr.

Pricing

This course will concentrate on the pricing of products for a small business for profit, and the development of pricing strategies and sales promotion techniques, that will allow businesses to attract customers for the buying process. The emphasis will be on pricing strategies for goods and/or services.

Ent 215 (S) 1 hr. cr.

Merchandise/Inventory Planning

This course will acquaint the entrepreneur with various techniques of inventory/merchandise planning and controls. It also will also focus on merchandising strategies, salesmanship, location analysis, and the purchasing function.

Ent 301 (S) 3 hr. cr.

New Business Formation

Students, as officers or employees, will be required to complete the following tasks generally inclusive with creating, and managing a small business: identify a viable product/service and target market; develop an organizational structure for the company; write a business plan; maintain internal cost and accounting procedures; develop advertising and marketing strategies; and harvest the business. Prerequisites: Ent 201, Ent 202, Ent 203, Ent 204, Ent 205, Ent 209, or consent of the instructor.

Ent 302 (F) 3 hr. cr.

Managing Innovation and Technology

Students work in a consulting capacity problem solving for entrepreneurial companies that may be located in a business innovation center or referred by the Small Business Development Center. Students work with problems related to marketing, financial management, managerial issues, and other business requirements in which students will combine business and consulting skills in a way that leads to innovation and sustainable growth in the small businesses. Prerequisites: Ent 201, Ent 202, Ent 203, Ent 204, Ent 205, Ent 209, or consent of the instructor.

FINANCE AND ECONOMICS

Matthews Hall 310D, 417.625.9536

Faculty Abrahams - Head, Buchholz, La Near, Nichols, Rawlins

The B.S.B.A. finance and economics major course of study is designed to prepare graduates for careers in financial institutions, corporations, financial planning firms, government, and other public and private sector positions, as well as for graduate study.

Bachelor of Science in Business Administration with an Emphasis in Finance and Economics

Semester Hours

Economics Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41
Economics	15
Econ 300 Money and Banking	3
Econ 401 Managerial Economics	3
Econ 402 Macroeconomic Analysis	3
GB 322 Business Statistics II	3
IntS 304 Comparative Political Economy	3
Choose two:	6
Econ 330 Principles of Insurance	
Econ 400 Bank Management	
Econ 411 Investments	
Econ 420 Security Analysis	
Econ 421 Portfolio Management I	
Econ 422 Portfolio Management II	
Econ 450 Financial Strategy	
Econ 498 Advanced Topics in Economics (Demand)	
IB 430 International Corporate Finance	
MIDS 402 Introduction to Sustainability	
Electives	14
Total	124

Certified in Financial Management Concentration

Core Requirements (p. 34) 51*	48
Business Core (p. 161)	41