

## **Entrepreneurial and Managerial Development (B.B.A.)**

The Entrepreneurial and Managerial Development Program is designed to provide the student with knowledge of the principles that govern the commercial development of companies and their business activities. The Bachelor's in Business Administration Program with a major in Entrepreneurial and Managerial Development seeks to prepare professionals with the skills and knowledge necessary to explore self-employment as a feasible alternative in their professional career or to occupy a position as a business manager.

The student is presented with the concepts, principles and fundamental practices of the different disciplines that include the development and the administration of companies and entrepreneurialism, such as: management, entrepreneurialism, accounting, marketing, economics, finance, quantitative methods and human resources. Students must pass the required core and major courses with a minimum grade of C.

### **Profile of the Competencies of Graduates**

This Program is designed to develop the competencies that will permit students to:

#### **Knowledge**

1. Know the theoretical principles on administration, design and organizational behavior.
2. Know the scientific and mathematical concepts and their applicability in the operation of an organization.
3. Know the basic principles the financial information and their effect in decision-making.
4. Know the nature and function of organizations and their effects in society.
5. Know the concepts of social and ethical responsibility and their contribution to society.
6. Know the fundamental principles and concepts of entrepreneurship and their application in the organization.
7. Know the diverse business and managerial strategies.
8. Know the administrative concepts, theories and principles of the operation of an organization.

#### **Skills**

1. Analyze the legal framework that the company is responsible for.
2. Administer the resources, policies and procedures of the company in harmony with the internal challenges and of the organizational environment.
3. Examine critically and creatively the changes of the environment that affect the organization and propose strategies to face them.
4. Apply the basic functions of administration in the organization.
5. Apply the quantitative and qualitative analysis through the use of contemporary technology in the solution of organizational problem.
6. Design strategic plans for the achievement of organizational goals and objectives.
7. Exert leadership to develop and administer a company.
8. Integrate managerial theory into the different work scenarios.
9. Prepare a Business Plan.
10. Execute a Business Plan.

#### **Attitudes**

1. Appreciate the ethical values that predominate in the creation, development and administration of a company.
2. Recognize the importance of entrepreneurship in the company and in the economy of a country.
3. Express the importance of the development of critical and creative thought.
4. Foster collaborative work.
5. Recognize the importance of family businesses in the economic and social development of a country.
6. Show interest in establishing their own company.

The requirements for the Bachelor in Business Administration Degree in Entrepreneurial and Managerial Development include the following: (1) 48 general education credits; (2) 41 core course credits, (3) 30 major credits; and (4) 3 elective credits.

Students have the option of taking courses for this program entirely in-person, entirely on line, or any hybrid of the two.

TOTAL COST OF PROGRAM (Price per credit hour \$187.00 as of June 2018)

Tuition	\$22,814
Fees	\$3,200
Books	\$3,472
Supplies	<u>\$2,304</u>
Total	\$31,790

REQUIREMENTS FOR THE BACHELOR IN BUSINESS ADMINISTRATION DEGREE IN ENTREPRENEURIAL AND MANAGERIAL DEVELOPMENT

General Education Requirements	48 credits
Core Course Requirements	41 credits
Major Requirements	30 credits
Elective Courses	<u>3 credits</u>
Total	122

Forty-eight (48) credits are required as explained in the section “General Education Requirements for Bachelors’ Degrees.” Students will take the course GEMA 1200 in the Basic Skills in Mathematics category.

**Core Course Requirements - 41 credits**

ACCT 1161	Introduction to Financial Accounting	4
ACCT 1162	Introduction to Managerial Accounting	4
BADM 1900	Fundamentals of Management	3
BADM 3900	Information Systems in Business	3
BADM 4300	Managerial Economics	3
FINA 2100	Managerial Finance	3
MAEC 2140	Fundamentals of Quantitative Methods	3
MAEC 2211	Principles of Economics (MICRO)	3
MAEC 2212	Principles of Economics (MACRO)	3
MAEC 2221	Basic Statistics	3
MAEC 2222	Managerial Statistics	3
MKTG 1210	Introduction to Marketing	3
OMSY 3030	Business Communication in Spanish	
or		
OMSY 3040	Business Communication in English	3

**Major Requirements - 30 credits**

BADM 2650	Human Behavior in the Organization	3
BADM 3313	Mercantile Law	3
BADM 3330	Human Resources Management	3
BADM 4340	Protective Labor Legislation	3
BADM 4800	Operations Management	3
ENTR 2200	Fundamentals of Entrepreneurship	3
ENTR 3900	Entrepreneurial and Managerial Strategies	3

ENTR 3910	Family Businesses	3
ENTR 4400	Design and Development of a Business Plan	3
ENTR 4930	Entrepreneurial or Managerial Project	3

**Elective Requirements - 3 credits**

An elective course is (i) any course a student takes in any General Education, Major or Prescribed Distributive Course within the student's degree program, in addition to the courses that the student has taken to satisfy the minimum degree program requirements in each category and/or (ii) any course in another degree program. Provided that the student must meet course prerequisites and cannot count the same course twice.