

# ENTREPRENEURSHIP

LUC.EDU/SBA

**T**he academic programs offered by Loyola University Chicago's School of Business Administration (SBA) are made stronger by our dynamic location in the heart of Chicago, just off North Michigan—Chicago's Magnificent Mile. Each area of business study has been designed to help you develop the qualities that contribute to a successful career, intellectual growth, and personal satisfaction. In addition to internships, students interact with Chicago's leading businesses through guest speakers, special events and service opportunities.

The SBA is dedicated to Loyola's Jesuit tradition of educating values-based leaders for a rapidly changing global business environment. Class sizes are moderate, and students enjoy substantial personal attention from their professors. Virtually all faculty members have the highest degree in their respective fields and are qualified to teach courses at the undergraduate and the graduate level.

Both the SBA and the Graduate School of Business are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International, the premier accrediting body for schools of business. Less than five percent of business schools worldwide have earned this distinction.

For more information about what's new at Loyola, visit [» LUC.edu/undergrad/whatsnew](https://luc.edu/undergrad/whatsnew)



*Through case study, simulations, team projects, and by working with local businesses, Entrepreneurship students are exposed to real world business experiences and challenges, including change, competition, and an ever-demanding market.*

## THE MAJOR

### **BBA in Entrepreneurship**

The Loyola University Chicago Entrepreneurship Program provides students with the necessary real-world insights to compete in today's aggressive business world. Either as a new venture entrepreneur or a corporate professional, students learn that passion, innovation, and problem solving are critical characteristics for success.

The Entrepreneurship Major provides students an insight to the critical role entrepreneurship plays in the economic renewal process, and presents the systemic role of each core business activity. Business activities such as HR, Accounting, Operations Management, Technology, Finance, Marketing, and Management will be examined regarding their role and importance in the business process.

The Entrepreneurial journey begins with an idea driven by a market need. How these ideas are transformed into thriving business opportunities requires research and financial testing to prove the venture will succeed. Major courses and electives are grounded in real-world context to provide transition from theory to application experience.

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## The School of Business Administration

Loyola's School of Business Administration is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB), a distinct advantage for graduates seeking employment. The School of Business Administration is dedicated to Loyola's Jesuit tradition of educating responsible leaders for a rapidly changing global business environment. Class sizes are moderate, and students enjoy substantial personal attention from their professors. Virtually all faculty members have the highest degree in their respective fields and are qualified to teach courses in both the undergraduate program and in the Graduate School of Business.

Many business students choose to study abroad while they earn Loyola credit. The most popular destination is Loyola's John Felice Rome Center in Italy, an American-style campus in the heart of Western Europe. The Beijing Center for Chinese Studies is located just 15 minutes from the center of the city and provides students with a comprehensive education about China. Students may also select from any of Loyola's more than 100 study abroad programs in 55 countries, including opportunities in Europe, Africa, Latin America, Australia, and more.

## Requirements for the Bachelor of Business Administration (BBA)

In addition to fulfilling the Core Curriculum requirements, business majors must complete:

### BUSINESS COURSES

Students must complete 14 courses to develop a solid understanding of all areas of business. These courses include two accounting courses, three economics courses, and one course in each of the following areas: business information systems, finance, internship and career planning, legal and regulatory environment of business, marketing, operations management, statistics, and strategic management.

### A MAJOR

To earn a business degree, students must complete at least one of the following majors: accounting, economics, entrepreneurship, finance, human resource management, information systems, international business, management, marketing, operations management, and sport management.

### A MINOR

Students who are pursuing other majors but who wish to expand their skills in this field may pursue a minor in entrepreneurship. Students must complete nine credit hours in the following courses: Accounting (ACCT) 201, Economics (ECON) 201, Marketing (MARK) 201, Management (MGMT) 201, Entrepreneurship (ENTR) 310, 345 and 390. For more information about this minor, visit [LUC.edu/sba/minors.shtml](http://LUC.edu/sba/minors.shtml).

## Entrepreneurship Courses

Students must successfully complete five courses beyond the business school core to receive a major in entrepreneurship. The mandatory course, Innovation and Entrepreneurship, introduces students to the basics of entrepreneurship and creates a solid foundation for further education in the field. Students are also required to take courses in entrepreneurial marketing and strategies in addition to two elective courses for the major.

<b>ENTR 310</b>	Innovation and Entrepreneurship*
<b>ENTR 311</b>	Social Entrepreneurship (not for profit ventures)
<b>ENTR 312</b>	Intellectual Property and Commercialization
<b>ENTR 313</b>	Entrepreneurial Global Opportunity Scan
<b>ENTR 345</b>	Entrepreneurship Marketing*
<b>ENTR 390</b>	Entrepreneurship Strategies Capstone*
<b>ENTR 395</b>	Independent Study in Entrepreneurship
<b>ENTR 399</b>	Selected Topics in Entrepreneurship

*Information Systems and Operations Management (ISOM)*

<b>ISOM 349</b>	Project Management
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*Management (MGMT)*

<b>MGMT 335</b>	Micro-Enterprise Consulting
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\* Required

## Career Management Services

Loyola's School of Business Administration Career Management Services (SBA CMS) helps students find valuable internships and jobs while learning new strategies for job searching and enhancing interview skills. Individualized advising and coaching appointments support students and alumni in making informed and satisfying career decisions. In addition, SBA Career Management Services assists local and multi-national companies, and firms and organizations including the non-profit sector and government, to meet their talent sourcing and recruiting needs.

Internships, which are available both in the summer and throughout the school year, augment classroom learning and may lead to full-time employment.

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## Transfer Credit

The School of Business Administration (SBA) will allow program transfer credit for business courses taken elsewhere at the lower-division level provided such courses are also offered at the lower-division level at Loyola. These lower-division level courses are stipulated by the Association to Advance Collegiate Schools of Business (AACSB), the business school accreditation agency, as follows:

- Principles of Accounting (six credit hours)
- Principles of Economics: Macro and Micro (six credit hours)
- Principles of Marketing (three credit hours)
- Business Statistics (if college algebra is required as a prerequisite) (three credit hours)
- Law and the Regulatory Environment of Business (three credit hours)
- Managing People and Organizations (three credit hours)

Loyola's upper-division requirements in finance, intermediate economics, strategic management, and operations management will not be satisfied by courses taken elsewhere at the lower-division level or without junior or senior standing. Students transferring as juniors or seniors may be allowed to transfer credit of an upper-division course taken at another institution if SBA deems that the subject matter is congruent to a corresponding Loyola course.

## Student Business Organizations

Loyola offers its students the opportunity to participate in business organizations and honor societies. The Loyola Entrepreneurship Collegiate Organization is one such organization that provides entrepreneurship students specifically with the opportunity to network with fellow entrepreneurship students from leading universities across the country. For more information about this and other business organizations, please visit [LUC.edu/sba/resources.shtml](http://LUC.edu/sba/resources.shtml).

## Core Curriculum

- Focuses on desired knowledge, skills, and values in addition to academic disciplines.
- Includes 45 credit hours of coursework, developing important skills through 10 required areas of knowledge:
  - Important skills include communication, critical thinking, ethical awareness, information literacy, quantitative and qualitative analysis, research methods, and technological literacy.
  - Required areas include college writing seminar(s), artistic knowledge and experience, historical knowledge, literary knowledge, scientific literacy, societal and cultural knowledge, philosophical knowledge, theological and religious studies, and ethics.
- "Values Across the Curriculum" requirements:
  - 12 credit hours completed through the Core, major, or electives, focusing on:
    - Understanding and promoting justice
    - Understanding diversity in the United States and the world
    - Understanding spirituality or faith in action in the world
    - Promoting civic engagement or leadership
- Makes up about one-third of a student's Loyola academic experience, complemented by the major and electives.
- Incorporates great flexibility with myriad courses from which to choose for each required area. Courses may be completed at any time during a student's Loyola education.

For more information, please visit

» [LUC.edu/core](http://LUC.edu/core)

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Information in this brochure is correct as of July 2011.  
For the most up-to-date information, visit [LUC.edu/undergrad/academics](http://LUC.edu/undergrad/academics)  
Loyola is an equal opportunity educator/employer.

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## CONTACT US

**Loyola University Chicago** | Undergraduate Admission Office  
1032 W. Sheridan Road | Chicago, IL 60660  
**P** 800.262.2373 **E** [admission@luc.edu](mailto:admission@luc.edu) **W** [LUC.edu/undergrad](http://LUC.edu/undergrad)

**School of Business Administration** | *assistant dean,*  
*undergraduate program*  
1 E. Pearson | Chicago, IL 60611  
**P** 312.915.6113 **E** [sba-undergrad@luc.edu](mailto:sba-undergrad@luc.edu) **W** [LUC.edu/sba](http://LUC.edu/sba)



*Preparing people to lead extraordinary lives*