BBA: INNOVATION & ENTREPRENEURSHIP CONCENTRATION
Effective for students admitted to GWSB Fall 2014 and after

Field Courses (5)

Required Field Courses (2):
MGT 3300/3300W Entrepreneurship
MGT 4003 Management of the Growing Entrepreneurial Venture

Prerequisites
None
Suggested to take Senior year

Additional Field Courses (select three from the following):
MGT 3301 Small Business Management
MGT 3302 E-Entrepreneurship
MGT 3303 Women’s Entrepreneurship Leadership
MGT 3305 Human Capital & Sustainability (SPRING ONLY)
MGT 4900 Innovation & Creativity
DNSC 4404 Essentials of Project Management

International Field Course (1) (select one from the following):
IBUS 3001 Introduction to International Business
IBUS 3101 Global Financial Environment
IBUS 3201 International Marketing Management
IBUS 3301 International Finance
PSC 1003 Introduction to International Politics
SMPP 4900W Strategy & International Political Economy

Prerequisites
ECON 1011 & 1012
ECON 1011 & 1012
IBUS 3001
IBUS 3001 & 3101; BADM 3501
None
None

Special Notes for the INEN Concentration
• BADM 3001 Career Management Strategy^ should ideally be taken by the end of your sophomore year. Sections are specific to areas of career interest, so register for the section that fits your career goals.

Suggested Minors (please note that total credit hours vary by minor)
• Computer Engineering
• Computer Science
• Creative Writing
• Dance
• Public Health
• Sustainability

Recommended Sequence for INEN Concentration Students

Freshman Year
Fall: ECON 1011
Spring: ECON 1012

Sophomore Year
Fall: MGT 3300/3300W
Spring: 1 INEN Field Course

Junior Year
Either Semester: 1-2 INEN Field Courses; International Field Course

Senior Year
Either Semester: 1 INEN Field Course & MGT 4003; International Field Course (if not yet taken)

^ Signature Courses must be taken at GW
A minimum of 120 credits are required for the BBA Degree
Updated 9/8/2017 | Subject to Change

GWSB Undergraduate Advising & Programs
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Innovation and Entrepreneurship Field Overview

The Bachelor of Business Administration (BBA) with a concentration in Innovation and Entrepreneurship provides undergraduates with a broad spectrum of skill sets enabling them to both start, manage and grow a new and/or existing business as well as work in major organizations’ developing new products, procedures and services. By focusing on innovation and entrepreneurship students get an opportunity to explore new organizational types – profit and non-profit, new and unique solutions to problems and develop necessary skill sets to become an effective consultant. This concentration emphasizes action-oriented learning and encourages students to not only excel in the classroom but participate in a number of field related activities. Innovation and entrepreneurship are skill sets necessary for all organizations to grow and flourish.

Career Choices in Innovation and Entrepreneurship

Students who complete the BBA field of concentration in Innovation and Entrepreneurship (INEN) should be particularly strong candidates in the job market because of the need for innovative and creative professionals capable of scanning the existing environment and providing decision with viable and alternative solutions to key issues confronting the organization both small and large. Students who complete this concentration are trained to examine current situations and offer out-of-the-box solutions by employing creativity, innovation and an entrepreneurship focus. In an age of uncertainty, fast paced decision making, students in this concentration will be exposed to scenarios designed to sharpen their skill in operating in a turbulent environment. Finally, with the rise of social enterprises, students will be able to apply their skills to assisting socially focused organizations.

Suggested Student Organizations *Indicates affiliation with the Undergraduate Business Association (UBA)

- Alpha Kapa Psi (AKPsi)*
- Ascend at GW*
- Compass Fellowship
- Delta Sigma Pi (DSP)*
- GW Private Equity & Venture Capital Club*
- GW Startups
- GW Tech Collective
- GW Women in Business (GWWIB)*
- GW Women in STEM
- Launchpad*
- Lemonade Day DC (LDDC)*
- Multicultural Business Student Association (MBSA)*
- Social Impact 360
- TAMID at GW*

Department Contacts

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