

BBA: INNOVATION & ENTREPRENEURSHIP CONCENTRATION

Effective for students admitted to GWSB Fall 2014 and after

Field Courses (5)	Prerequisites
Required Field Courses (2): MGT 3300/3300W <i>Entrepreneurship</i> MGT 4003 <i>Management of the Growing Entrepreneurial Venture</i>	<i>None</i> <i>Suggested to take Senior year</i>
Additional Field Courses (select <u>three</u> from the following): MGT 3301 <i>Small Business Management</i> MGT 3302 <i>E-Entrepreneurship</i> MGT 3303 <i>Women's Entrepreneurship Leadership</i> MGT 3305 <i>Human Capital & Sustainability (FALL ONLY)</i> MGT 4900 <i>Innovation & Creativity</i> DNSC 4404 <i>Essentials of Project Management</i>	<i>MGT 3300/MGT 3300W or Instructor Permission</i> <i>MGT 3300/MGT 3300W</i> <i>None</i> <i>None</i> <i>None</i> <i>None</i>

International Field Course (1) (select <u>one</u> from the following):	Prerequisites
IBUS 3001 <i>Introduction to International Business</i>	<i>ECON 1011 & 1012</i>
IBUS 3101 <i>Global Financial Environment</i>	<i>ECON 1011 & 1012</i>
IBUS 3201 <i>International Marketing Management</i>	<i>IBUS 3001</i>
IBUS 3301 <i>International Finance</i>	<i>IBUS 3001 & 3101; BADM 3501</i>
PSC 1003 <i>Introduction to International Politics</i>	<i>None</i>
SMPP 4900W <i>Strategy & International Political Economy</i>	<i>None</i>

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	Sophomore Year	Junior Year	Senior Year
Fall: ECON 1011 Spring: ECON 1012	Fall: MGT 3300/ MGT 3300W Spring: 1 INEN Field Course	Either Semester: 1-2 INEN Field Courses; International Field Course	Either Semester: 1 INEN Field Course & MGT 4003; International Field Course (<i>if not yet taken</i>)

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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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