

# SOCIAL ENTREPRENEURSHIP

## Degree: B.S., Business Administration

College of Business (<http://business.umw.edu/>)

The Social Entrepreneurship major equips students to design, launch, and lead social ventures that create positive social and environmental change alongside financial sustainability. Students develop the tools of venture creation, opportunity recognition, business modeling, funding, and growth, while building competencies in design thinking, stakeholder management, leadership, and benchmarking social impact/community wealth creation. The major develops ethical leaders who embrace the mission as innovators ready to catalyze change in nonprofits, for-profits, and hybrid organizations across a rapidly evolving impact economy.

## Student Learning Outcomes

1. Students will demonstrate a working knowledge of accounting concepts.
2. Students will demonstrate a working knowledge of finance concepts.
3. Students will demonstrate a working knowledge of information systems concepts.
4. Students will demonstrate a working knowledge of management concepts.
5. Students will demonstrate a working knowledge of marketing concepts.
6. Students will understand global issues in business.
7. Students will understand ethical issues in business.
8. Students will think critically in solving complex business problems.
9. Students will effectively articulate business knowledge in oral communication.
10. Students will effectively articulate business knowledge in written communication.
11. Students will effectively apply research methods knowledge through defining research problem, formulating hypothesis, and data analysis.

To be admitted to the Social Entrepreneurship major, students must have earned a cumulative grade point average of 2.0 or better after completing at least 27 college credits and a grade of C or higher in ACCT 102 Principles of Accounting II, and have met the criteria for major declaration (<https://catalog.umw.edu/undergraduate/academic-policies/major-minor-declaration/>) set forth in the Academic Catalog.

The Social Entrepreneurship major leads to a Bachelor of Science degree. Students should note the degree requirements for B.S. degrees found at B (<https://catalog.umw.edu/undergraduate/undergraduate-degrees/ba-bs-degree/>). A./B.S Degree Information (<https://catalog.umw.edu/undergraduate/undergraduate-degrees/ba-bs-degree/>). Additional important information is contained in the description of B.A./B.S./B.S.Ed. General Education Requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>).

Please also note that University Academic Policies and Procedures (<https://catalog.umw.edu/undergraduate/academic-policies/>) apply to students in the College of Business. Students with questions about general academic requirements should consult this part of the *Catalog* for guidance. All Academic Resources (<https://catalog.umw.edu/academic-resources/>) described in this *Catalog* are available as needed to students in the College of Business.

## Major Requirements

### Required Prerequisites

Code	Title	Credits
BLAW 201	Legal Environment of Business <sup>1</sup>	3
STAT 180	Introduction to Statistics <sup>1</sup>	3
ECON 201B	Principles of Macroeconomics	3
ECON 202B	Principles of Microeconomics	3
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Or its equivalent (ECON 361A Introductory Econometrics or PSYC 261A Introductory Statistics for Psychology)

### Common Core

The Social Entrepreneurship Major is offered within the College of Business leading to the Bachelor's of Science degree in Business Administration. All business majors are multi-disciplinary degrees that require students master concepts from across the business disciplines: Accounting, Business Administration, Business Law, Decision Sciences, Entrepreneurship, Finance, Management, Management and Information Systems, and Marketing. All majors share a common core of 30 hours of business classes. This common core consists of:

Code	Title	Credits
<b>Lower-Division Requirements</b>		
ACCT 101 & ACCT 102	Principles of Accounting I and Principles of Accounting II	6
MIST 201	Management Information Systems and Applications	3
<b>Upper-Division Requirements</b>		
BUAD 350	Business Communication	3
DSCI 352	Analytics I: Predictive Models	3
DSCI 353	Analytics II: Optimization Models	3
FINC 301	Principles of Finance	3
MGMT 301	Principles of Management	3
MGMT 490	Strategic Management	3
MKTG 301	Principles of Marketing	3
<b>Total Credits</b>		<b>30</b>

### Upper Level Electives

Student must then complete an additional eighteen (18) credits of classes to earn a Bachelor of Science degree in Business Administration. Students may major in Business Administration, Accounting, Finance, International Business, Management and Entrepreneurship, Social Entrepreneurship, or Marketing. Upon completion of the program, student transcripts shall state their degree (Bachelor of Science in Business Administration) and their major.

Code	Title	Credits
MGMT 302	Foundations of Entrepreneurship	3
MGMT/MKTG 366	Social Entrepreneurship	3
ENTR 376	How to Change the World	3
ENTR 426	Futurnomics	3
Select 6 credits of the following:		6
MGMT/MKTG 351	Entrepreneurial Venture Design	
MGMT/MKTG 356	International Entrepreneurship	
MGMT/MKTG 368	Family Business Venturing	
MGMT/MKTG 421	Entrepreneurial Venture Creation	
MGMT/MKTG 428	Corporate Entrepreneurship: Running and Growing an Entrepreneurial Firm in a Global Economy	
MKTG 427	Alleviating Food Waste	
MKTG 370	Ecotourism	
BUAD/ENTR 457	Practicum in Entrepreneurship	
ENTR 491	Individual Study in Entrepreneurship	
ENTR 499	Entrepreneurship Internship	
<b>Total Credits</b>		<b>18</b>

## General Education Requirements

The general education requirements for Bachelor of Arts/Bachelor of Science degrees (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>) apply to all students who are seeking to earn an undergraduate B.A., B.S. or B.S.Ed. degree.

Students seeking a Bachelor of Liberal Studies degree have a separate set of BLS general education requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-liberal-studies-degrees/>).

## Electives

Elective courses are those that are not needed to fulfill a general education requirement or major program requirement but are chosen by the student to complete the 120 credits required for graduation with a B.A./B.S./B.S.Ed. degree or the BLS degree. These courses may be taken graded or pass/fail (or S/U in the case of physical education and 100-level dance). No student in a regular B.A./B.S./B.S.Ed. program may count more than 60 credits in a single discipline toward the 120 credits required for graduation.

**Total Credits Required for the Degree:** 120 credits

*For a suggested plan of study for the Social Entrepreneurship major, please contact the College of Business directly.*

## Business Faculty

Filiz Tabak, Dean for Faculty  
Mukesh Srivastava, Chair

### Professors

Christopher J. Garcia  
Lance C. Gentry  
David L. Henderson, III  
Kenneth D. Machande  
Kashef A. Majid  
John S. Marsh  
Mukesh Srivastava  
Xiaofeng Zhao

### Associate Professors

Wei Chen  
Kanchan Deosthali  
Alexandra M. Dunn  
Rachel L. Graefe-Anderson  
Sayan Sarkar

### Assistant Professors

Samira Fallah  
Siang-Ru [Lulu] Huang  
Durgesh Pattanayak  
Tsung-Hsuan Yang

### Senior Lecturers

Kimberley L. Kinsley  
Smita Jain Oxford

### Instructors

Christopher H. Willis