

SMALL BUSINESS ADMINISTRATION (APB)

Innovation and Entrepreneurship

Overview

This degree prepares students for the real-world challenges of starting and managing a business. With a focus on entrepreneurship, the three-year program in Small Business Administration targets students (including non-traditional students) who are goal-oriented and highly motivated to pursue ownership or a career in a small business.

The PSU School of Business is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), a global standard of excellence; and the 96-credit three-year option will meet the same exacting standards as our four-year 120-credit bachelor's and MBA programs. Our business school debuts a \$38 million total modernization in 2025, featuring an innovation hub, state-of-the-art finance lab, and sales institute.

Degree Requirements

Course	Title	Credits
BUS 1100	Introduction to Marketing and Sales	4
BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4
BUS 2000	Financial & Managerial Accounting	4
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
BUS 2400	Financial Management	4

Major Requirements

ENT 3060	BUSINESS STARTUP PLANNING	4
ENT 3380	Business Innovation	4

Tier 1 (choose two courses):

ACC 3XXXX	ACCOUNTING WITH QUICKBOOKS	
MGM 3150	Fundamentals of Business Operations	
MKT 3130	Digital Marketing	

Tier 2 (choose two courses):

ACC 3142	Cost Accounting	
BUS 4620	Business Internship	
ENT 3030	Social Entrepreneurship	
ENT 3052	Executing for Growth and Sustainability	
LAW 3200	Workplace Law	
FIN 3@.4@	elective	
MGM 4250	Managing Human Resources	
SAL 3280	Professional Selling Skills I	
TMP 3333	Hotel Operations Management	

Mathematics Foundations

MA 2210	Finite Math with Business Statistics (QRCO)	4
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General Education (<https://coursecatalog.plymouth.edu/general-education/>)

EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4

CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI)	Creative Thought Direction	3-4
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PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	3-4
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SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	3-4
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SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	3-4
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Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		4-8
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WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
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INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	3-4
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Electives		8-10
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Total Credits		98-110
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¹ Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. *Course sequence is suggested but not required.*

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA 2210	Finite Math with Business Statistics (QRCO)	4
BUS 1100	Introduction to Marketing and Sales	4
BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4
CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI)	Creative Thought Direction	3-4
Credits		31-32
Year Two		
BUS 2000	Financial & Managerial Accounting	4

BUS 2400	Financial Management	4
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
MGM 3150	Fundamentals of Business Operations	2
INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	4
SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	3-4
SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	3-4
PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	3-4
Credits		31-34
Year Three		
ENT 3060	BUSINESS STARTUP PLANNING	4
ENT 3380	Business Innovation	4
TIER 1		8
TIER 2		8
Electives		8-10
Credits		32-34
Total Credits		94-100

Learning Outcomes

1. Demonstrate knowledge of key business disciplines and concepts.
2. Understand the process of small business start-up and the role of innovation.
3. Build and manage a business using "lean start-up" techniques.
4. Apply fundamentals of business operations, small business accounting, or digital marketing to improve entrepreneurial outcomes.
5. Gain specialized knowledge for entrepreneurial growth in areas such as finance, human resources, legal activities, sales, or advanced entrepreneurship concepts.

Career Pathways

Starting or expanding an entrepreneurial venture, managing a small business or family business proprietorship, joining a start-up, pursuing corporate or social entrepreneurship, or preparing for management or supervisory positions in business or the non-profit sector.