



in partnership with



NJC.U SCHOOL OF BUSINESS

# Bachelor of Science in Entrepreneurship

Earn Your Business Degree Close to Home with NJCU's "3+1 Advantage"



The B.S. in Entrepreneurship prepares students with the required skill set to thrive in this rapid and innovative economy. Students work with businesses on how to creatively solve real-world problems, apply business models to their solutions, and then assess the feasibility of their start up idea. It's an exciting world and students will learn firsthand how to be prepared to handle start-up, small business and global business problems.

Cutting-edge programs, resources, events and opportunities have helped to establish NJCU as an essential part of the innovation and critical thinking economy. Thus, this program focuses on coursework and applications that incorporate current research, ethical decision-making and models of best practice. The interdisciplinary curriculum will enable students to learn how to effectively market, manage, and apply analytics and data driven decision making to new or any size existing businesses.

Additionally, students will interact directly with the entrepreneurial community, focusing on changing demographics, cultural assessment, and consumer-oriented listening. Emphasis is placed on the development of analytical skills and decision making processes through practical application of theory in the field.

**"There are nearly 30 million small businesses in the United States employing 47.8 percent of US workers. All of these small businesses have a big impact on the US economy through job creation, innovation, and economic impact."**

*U.S. Small Business Administration, 2019*

## Why Choose NJCU For Your Degree?

- Ranked "Best Bang for Your Buck" Among Public Universities in the Northeast with easy transfer of credits
- Classes offered close to home, online, in-person and blended to fit your busy life
- Extensive and relevant degree options in high demand fields for existing job holders, business professionals and career changes alike
- Full-time NJCU business faculty teach, advise, and provide personalized support to students
- NJCU School of Business programs are accredited by ACBSP – a global standard of excellence in business education
- Access to specialized services for OCC students and transfers including academic advising, special speakers and business focused career counselors to help you find an internship or co-op close to home in a field of your choice

NJCU School of Business proudly partners with Ocean County College to offer students the opportunity to earn bachelors and master's degrees in a wide range of programs previously unavailable to residents in central and southern New Jersey.

NJCU is a member institution in the Clinton Global Initiative University (CGI U) whose mission is to "engage the next generation of leaders from across the country and around the world to discuss and develop solutions for the most pressing issues on their campuses, in their communities, and across the globe." An initiative of the Clinton Foundation, in the CGIU students develop their own Commitments to Action — new, specific, and measurable projects to address pressing challenges in their communities — and the year-round curriculum culminates with CGI U's annual meeting.



## Contact Information:

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 201-200-3230

# NJCU 3+1 Advantage in Entrepreneurship From OCC A.S. in Business Administration

## PROGRAM STRUCTURE

The program will consist of 11 interdisciplinary courses known as the common core for all business disciplines (33 credits), 9 specialization courses (27 credits), and up to 2 elective courses (6 credits). *The OCC AS in Business Administration is designed for those students who desire to transfer to a baccalaureate program in business.*

NJCU REQUIREMENT			OCC	CR.
<i>Gen Ed with A.A/A.S. Degree</i>				
			ENGL 151	3
			ENGL 152	3
			GHUM	3
			GSOC	3
			GHUM or GSOC	3
			GSCL	4
MATH 164 ECON 221	Pre-calculus for Business <i>or</i> Analytics for Business and Economics	MATH 191		3
ECON 207	Macroeconomics	ECON 151		3
ECON 208	Microeconomics	ECON 152		3
ECON 203	Business Statistics	MATH 156		3
MGMT 211	Principles of Management	BUSN 271		3
MKTG 231	Principles of Marketing	BUSN 134		3
MGMT 225	Business Enterprise Applications	CSIT 123		3
ACCT 251	Financial Accounting	ACCT 161		3
ACCT 252	Management Accounting	ACCT 162		3
MGMT 230	Business Communications Essentials	COMM 154		3
MGMT 235	Legal Environment for Business	BUSN 251		3
MGMT 241	Global Business	BUSN 291		3
MGMT 251	Operations + PMT Fundamentals	BUSN 249		3
FINC 371	Managerial Finance	BUSN 275		3
MGMT 221	Mind Your Own Business	BUSN 170		3
Elective		STSC 150		2
Additional Electives				24
<b>Total transferred credits:</b>			<b>90 (includes all above)</b>	
<b>Credits remaining to degree from NJCU:</b>			<b>30 (outlined below)</b>	
COURSES TO BE TAKEN AT NJCU TO COMPLETE THE B.S.				CR.
MGMT 411	Business Policy			3
MGMT 302	Business Field Study I			3
MGMT 315	Business Design and Innovation			3
MGMT 403	Business Field Study II			3
MGMT 323	Legal Issues in Entrepreneurship			3
FINC 370	Entrepreneurial Finance			3
MGMT 414	Business Analytics			3
MGMT 416	Applied Entrepreneurship			3
<b>Total credits needed in major:</b>				<b>24</b>
<b>Total additional free-elective credits needed for NJCU degree completion:</b>				<b>6</b>

## Ready to Take the Next Step?

At NJCU, we offer many different ways for you to get the answers you need to move forward with your educational and professional goals. Connect with the NJCU School of Business and Admissions representatives at an upcoming event tailored just for you. We offer everything from informal online coffee chats, to virtual instant decision days, Zoom webinars, Instagram Live chats, guest speaker sessions, and more.

For more information on upcoming events, visit: [njcu.edu/business-events](http://njcu.edu/business-events)



ACBSP  
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Programs



## For More Information:

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